

# CHEMIST & DRUGGIST

the newsweekly for pharmacy

March 24, 1990



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KAOLIN AND MORPHINE  
MIXTURE BP  
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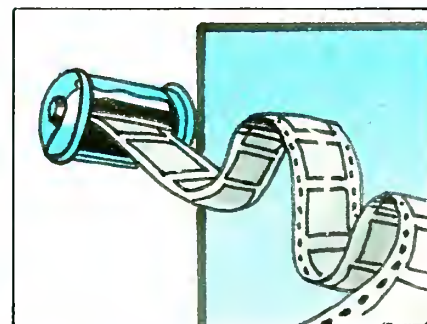
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## DoH practice research initiative

## EC medicines proposals ban 'natural' claims

## Act now on pension plans

## 5HT blockers and nausea



## Photography: the latest trends



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**THE LEADING NAME IN COMPRESSION HOSIERY**

\*Independent Retail Audit, Autumn 1989

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# COMMENT

It would have been useful to be a fly on the wall during the deliberations which resulted in the latest proposals for an EC medicines advertising Directive (see p429). So much needs further clarification.

For a start, there is the statement that when advertising medicines to "persons qualified to prescribe them", no gifts, pecuniary advantages or benefits in kind should be offered except for objects of "insignificant intrinsic value." Where does this put pharmacists in terms of counterprescribing OTC medicines? Does this mean they will not be able to take advantage of bonuses or other trade promotions? And where does it leave dispensing doctors who are at a "pecuniary advantage" the minute they start to prescribe?

The proposals include in the definition of "advertising", invitations to travel or to congresses. Will a free drink at an educational seminar be construed as an "incitement to prescribe or supply medicinal products?" Again, clarification is needed.

Another proposal is that all advertising of medicines to

the general public should include information on the correct use of the product and special precautions or, failing this, "an express invitation to read the package leaflet carefully." The draft Directive on consumer information already specifies very few details that must be included on the outer pack. The Proprietary Association of Great Britain is concerned that the latest proposals could mean not enough information is available for customers to make an informed decision at the time of purchase. Pharmacists, who could be faced with extracting package inserts for customers to examine, are likely to share this concern.

Finally there is a proposed ban on statements suggesting that the safety or efficacy of a medicine is due to the fact that it is "natural." What effect will this have on the herbal medicines industry whose rise and rise has centred on promoting this very attribute?

Let us hope that these anomalies and grey areas will be sorted out before the final Directive comes into effect in 1992. Otherwise there could be enormous difficulties in interpretation.



# Research initiative to start in April

The Department of Health is launching an Enterprise Scheme for Pharmacy Practice Research in England next week. The initial announcement of the Department's intention came at the 1989 British Pharmaceutical Conference in Keele last September by former chief pharmacist Dr Brian Wills. An application form for further information will appear in *Chemist & Druggist* next week.

The scheme aims to establish a body of knowledge, expertise and skill within the profession capable of undertaking "high quality, multidisciplinary work in the field of pharmacy-based health services research".

For the purposes of the scheme, pharmacy practice research is defined as any research whose results contribute to the knowledge base, adds to the understanding of the ways pharmaceutical services are delivered, provides background for future developments, or provides an insight into the "sociological perspective" of the profession.

Two types of award will be available. Practice Research

Training Awards will provide support to enable pharmacists to attend a course of formal study providing a training in research techniques.

Practice Research Studentships will provide support to enable pharmacists to pursue postgraduate studies to doctorate level in a multidisciplinary research group.

Candidates for both types of award must be qualified pharmacists with post-qualification in any sector of the

profession, be resident in England, and have either applied for a course which includes a significant component of research methodology or have applied to study full-time for an MPhil or PhD with an eligible research group. Applications will need to be in by May 31.

The Department is putting no value on the awards. A spokesman told *C&D* that awards would vary, but, essentially, would cover fees and research costs.

## Labour 'support' for GP dispensing tactical ploy

Labour's shadow health secretary Robin Cook and shadow health minister Harriet Harman added their names to Sir George Young's "universal doctor dispensing" amendment to the NHS and Community Care Bill, but only as a procedural device.

The amendment, which would have given dispensing rights to any GP, urban or rural, was not debated in the long overnight session in the Commons last week, so was lost.

Explaining the Labour Party's reasons for appearing to support Sir George, the Conservative

former health minister, Robin Cook's assistant Geoff Norris told *C&D*: "When it became clear the debate was going to go on through the night, the Labour Party was determined to make its opposition to the Bill quite clear. It therefore became necessary to ensure that Conservative MPs were not able to withdraw their own amendments."

Mr Norris added that, while Mr Cook and Ms Harman had used this tactical device, Welsh health spokesman Alan Michael was set to oppose the measure had it come to a debate.

## CPP elections

The closing date for voting in this year's College of Pharmacy Practice elections is March 30.

There are four vacancies for governors, and the nine candidates standing are: Alan Crabbe, Professor Peter Elworthy, Dr Margaret Steane, Adrian Brown, Jean Curtis, Dr Helen Kendall, Dr Tom McLeod, Peter Rowe and Ian Sutcliffe. There are also two vacancies for associate representatives to be in attendance at governor's meetings.

Three of the newly elected governors will serve for three years, and the fourth for two years. The results will be announced at the end of April.

The College of Pharmacy Practice says there was an "encouraging number" of candidates for the first sitting of its new membership examination on March 8. Assessment A (supply and dispensing of medicines) was taken by 23 candidates, and 15 took assessment B (specialist knowledge). The results will be available in April.

## Tutors 'not seen' by pre-reg graduates

A survey of pre-registration graduates conducted by the British Pharmaceutical Students Association shows 38 per cent of respondents see their tutors less than once a month.

BPSA president Mary Treacy led a discussion group at the Association's second pre-reg conference in Birmingham recently which felt this was unacceptable. The question "How often do you see your tutor?" should be included on the 13, 26 and 39 week appraisals, it was felt.

However, 70 per cent thought that the appraisal system was satisfactory, although 84 per cent thought that there should be some form of assessment of tutors, as the situations described by some

graduates were unacceptable, eg the high turnover of pharmacist managers in some approved establishments.

Many delegates felt that some retail pharmacy chains were recruiting pre-reg graduates for the sole purpose of filling management vacancies rather than to provide training. The meeting welcomed the Council's statement against contracts that included compulsory employment after registration.

Another topic of concern was study leave: 63 per cent did not receive any even though 94 per cent felt it necessary. Four to five hours per week was the optimum time required, according to 50 per cent of respondents. The reason they were not getting the

## PSNC still waiting for DoH reply

The Pharmaceutical Services Negotiating Committee was, as *C&D* went to Press, still waiting written confirmation of the Department of Health's "exploratory offer" on remuneration for 1990/91.

Chairman David Sharpe says that if the written offer confirms the package put to LPC delegates at last month's conference, PSNC, in line with the conference resolution, would regard it as inadequate. PSNC has asked for a meeting with Health Secretary Kenneth Clarke.

"We have made it clear to the Department that unless a better offer is forthcoming, we will, in line with conference resolutions, indicate that we are in dispute and that the Committee will refer the matter to the Pharmacy Review Panel," Mr Sharpe said last Thursday.

PSNC executives have met with the Committee's solicitors to agree a series of questions to be put to leading counsel. Counsel will be asked to give an opinion on the possibility of PSNC being granted a judicial review in relation to the "unfairness of the contract" and in particular on the absence of defined parameters for negotiation.

Mr Clarke has said the contract should be defined by the need to "recruit, retain and motivate" pharmacists, which PSNC sees as concepts rather than parameters.

necessary study time for projects etc, was because they were being used as a necessary pair of hands rather than a supernumerary member of staff.

The conference also encouraged the go-ahead of the six-month split with pre-reg exam (preferably oral) and the vocational year, and the implementation of a common core of undergraduate study throughout the EEC.

## GPs opt out

Over 850 GP practices have registered their interest in becoming fund holding practices, Health Secretary Kenneth Clarke announced last week.

The General Practice Funding Initiative provides, on a voluntary basis, for eligible practices to be allocated a common pool of funds to meet costs.



# NHS clause for new roles

ew provisions have been inserted in the NHS and Community Care Bill paving the way for community pharmacy's expanded NHS role.

Amendments approved before the Bill completed its passage through the Commons last week empower the Government to introduce regulations authorising such an expansion when agreement has been reached with the professional bodies.

Because of the operation of the Parliamentary guillotine the amendments were approved without discussion, but Government sources have confirmed that advice services, health education and health promotion are the principal areas in which the pharmacist's role is likely to be expanded.

The Bill now goes to the House of Lords, and the Government is confident that it will be able to begin its NHS reforms next April.

By curtailing debate in the Commons the Government prevented any discussion on the new clause which sought to allow GPs to dispense. The issue is likely to be debated in the Lords.

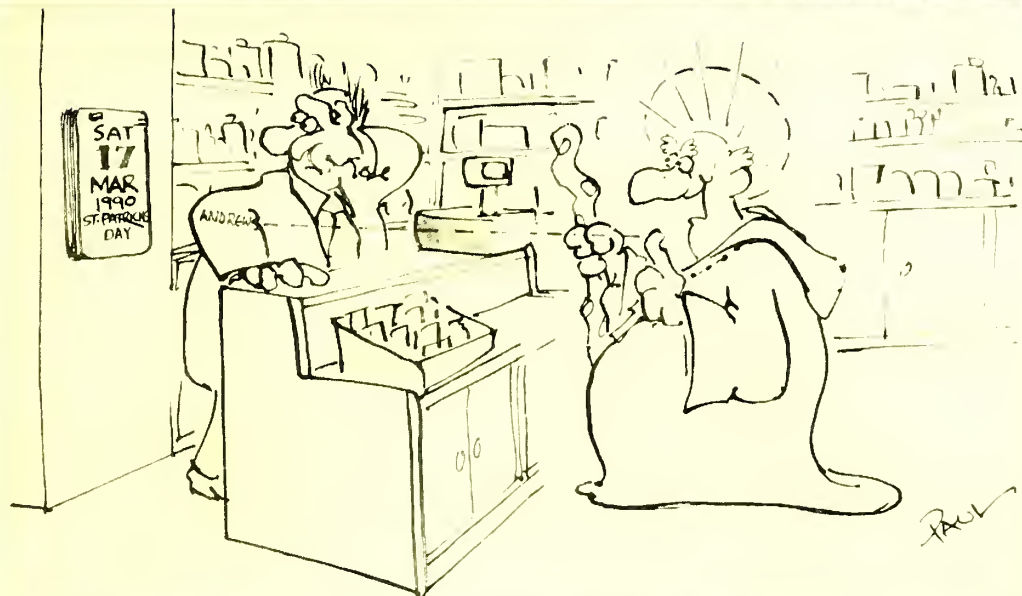
Michael Morris (Con), an adviser to two pharmaceutical companies, joined with MPs of all opposition parties in voting against the third reading of the Bill, which was carried by 293 votes to 215. Like Labour leaders, Mr Morris was unconvinced by Government assurances that there was no intention of imposing cash limits on GPs' drug budgets.

Roger Freeman, Under Secretary for Health, told Mr Morris: "Your argument that the family practitioner service is to be cash limited is simply not true."

# New groups for UKCPA

The UK Clinical Pharmacy Association has formed two new practice interest groups, taking the total number to four.

The two new areas are quality assurance and cancer care. Information on the quality assurance group from Christine Miles (tel: 01-636 8333); the cancer care group from Pamela Harrington (tel: 031 332 2525); the education and training group from Miss J.A. Cantrill (tel: 061 939 7373); and the health promotion group from Dr D.J. Anderson (tel: 01-380 9182).



"The name's Andrew, and after last Saturday's win I'm changing my day!"

# Ban on 'natural' claims proposed

A ban on statements suggesting that the safety or efficacy of a medicine is due to the fact that it is "natural" and the information that invitations to congresses will be construed as advertising are included in the latest proposals for an EC Directive on medicines advertising.

It is proposed that all advertising of medicines to the general public should carry the name of the medicine, incorporating or followed by the common name if there is only one active ingredient, plus information necessary for correct usage such as indications and special precautions. If the latter is not given there should be an "express invitation" to read the package leaflet carefully. If the sole object of the advertising is a reminder of the product, all that is needed is the medicine's name.

Advertising to the public should not contain any material suggesting erroneously that the effects of the medicine are guaranteed or are better than another treatment, or suggesting that a medicinal product is a foodstuff or a cosmetic, or *vice versa*.

Medical representatives should be given adequate scientific training, the document continues. And the person responsible for marketing shall establish a scientific service in charge of information about the medicines he places on the market. Sales representatives would have to transmit to this person any information, especially about adverse effects, reported to them by health professionals.

In the course of promoting medicinal products to "persons

qualified to prescribe them", it would be prohibited to give or promise, directly or indirectly, any gifts, pecuniary advantages or benefits in kind, with the exception of objects of an insignificant intrinsic value. This prohibition would apply without prejudice to the Regulations of member states concerning prices, profit margins and discounts. Free samples should be provided to persons qualified to prescribe or supply them only on written request of the recipient and then only two samples a year at the most.

For the purposes of the Directive, "advertising of medicines" would include any incitement to prescribe or supply medicinal products by the gift, offer or promise of any benefit or bonus, whether in money or in kind, including invitations to travel or to attend congresses.

The proposals are outlined in revision 3 of the document "Proposal for a Council Directive on Pharmaceutical Advertising", which awaits the agreement of the European Commission's cabinet before it is published in the official journal and referred to the Council of Ministers. It may or may not be the final draft and could still be superseded by a further document.

The Proprietary Association of Great Britain is looking at this proposed Directive, taking into account the earlier proposals about packaging information. The Association's main concern is that these earlier proposals could remove valuable consumer information about indications, contra-indications and warnings from pack labels and relegate it to

leaflets.

However, the Association is pleased that a section of the proposals requiring effective methods of monitoring advertising does not exclude voluntary control by self-regulatory bodies, as happens in the UK. Previous drafts omitted this option.

The Association of the British Pharmaceutical Industry is seeking clarification of grey areas such as where the line is drawn concerning hospitality at conferences. A spokesman told C&D that the Association did not object to the proposals in principle as they followed closely the industry's own code of practice, but they seemed to have gone "half a step further" on the issue of what constituted "gifts". The Natural Medicines Group will be discussing the proposals next week.

# Bail again

An Ilford pharmacist who faces over 40 charges on various counts, including fraud and conspiring to defraud the NHS, has again been remanded on bail at Waltham Forest magistrates court.

Ketan Patel, of 75 Cranleigh Drive, Ilford, was on Tuesday charged with four further offences in connection with unlawful prescriptions.

Also remanded on bail with Mr Patel are his brother Bhavin, who is charged with conspiring to defraud the NHS, and Dr Abdul Khalid, who has a practice at Palmerston Road, Walthamstow, who faces 32 charges of fraud.



## PSNC attacks FHA scheme

The Pharmaceutical Services Negotiating Committee has expressed concern that the Family Heart Association is continuing to recruit pharmacists to its £100 accreditation scheme.

PSNC chairman David Sharpe told *C&D*: "We believe that the Society's guidelines, together with the comprehensive advice given by PSNC, the leaflets we have provided and the information hotline at Aylesbury, means there is absolutely no need for any pharmacists to involve themselves in a scheme which in our opinion has no value."

Barbara Morgan, head of the screening resource centre at the FHA, rejected suggestions that the scheme is irrelevant. "A lot of people are now in the field of cholesterol testing outside general practice. We are concerned that the general public is getting a fair deal."

Ms Morgan says that accreditation tells the charity's members that they can get their cholesterol tested from someone who is approved by the FHA. To be registered with the FHA a tester has to satisfy a number of conditions, including privacy and with no promotion of particular products. There must be a liaising medical advisor and quality control checks on the machines, among

other criteria.

Ms Morgan defended the £100 fee on the grounds that it includes membership of the FHA, literature and information, the opportunity to obtain discounts on various items for use in testing, and an advertising block for use in local media.

So far the FHA has 12 accredited centres. Holland & Barrett's cholesterol screening service has been refused registration, on the grounds that testing was linked to a particular dietary supplement.

□ A window poster for pharmacies who offer a cholesterol testing service is now available from PSNC. The Committee hopes to announce shortly a competition with a Reflotron machine as first prize.

## Patent protection back on the table

Sir John Farr (Cons) has tabled a parliamentary motion calling on the Government to support proposals by the European Commission to restore patent protection for pharmaceutical innovations. He claims that the protection has been eroded by increasing development times, and regulatory authority requirements.

The motion notes that the British pharmaceutical industry achieved a record level of £2 billion worth of exports in 1989, showing a balance of payments surplus of £955 million. Sir John maintains that support for the Commission's proposals would further improve the UK's balance of payments by improving competitiveness with the USA and Japan.

## Cost benefit

The Office of Health Economics has this week published a booklet: "Cost benefit analysis of medicines — a guide for the industry" by its director Professor George Teeling-Smith who retires this month. It emphasises that medicines are often the most economical way to control disease but points out that studies to demonstrate cost-effectiveness must be of a high standard. Tel: 01-930 3477.



*President of the Pharmaceutical Society of Northern Ireland Ronnie McMullan pictured (centre) at his presidential dinner last week with the vice-presidents of the Royal Pharmaceutical Societies of Ireland Michael Martin (far right) and of Great Britain, Linda Stone (second right), Ann Marsden, chairman RPSGB Welsh Executive and RPSGB Scottish Executive chairman Ken Gray*

## Elderly 'need every help' with medicines

Pharmacists must do everything they can to make sure all possible help is given to the elderly out in the community on the safe use of drugs, and not just the 4 per cent in residential homes where there may now be formal systems for the use and storage of medicines.

Falls are the single largest cause of accidental death in the over 65s, vice-president of the Royal Pharmaceutical Society of Great Britain, Linda Stone, told guests at the Pharmaceutical Society of Northern Ireland presidential dinner last week. "Probably half of these falls are preventable. And falls which occur while the elderly are under the influence of drugs are possibly the largest category.

"That is why it is vitally important that advice on medication is available at the local level, so that all the elderly may benefit from the profession's expertise."

Mrs Stone welcomed the fact that there was now general recognition for the extended role good pharmacists had been carrying out for years, and that the Government was paying a "nominal amount" for servicing residential homes. "But what about the other household members of the community, young and old alike, who also need our advice?"

She hoped the amendment to the NHS Bill, that would broaden the legal definition of pharmaceutical services enabling payment to be made for more services in the community, would be accepted (see p429).

She said diagnostic testing in pharmacy was becoming a practical reality and referred to the runaway success of PSNC's charged-for cholesterol testing

scheme. "What a shame that the medical profession doesn't grant us the intelligence and responsibility to carry out this job properly, and to give some active support."

Vice-president of the Pharmaceutical Society of Ireland Michael Martin paid tribute to the relationship between his Society and the PSNI which benefited both bodies and the public.

## 400 pass NPA course

Twenty three of the National Pharmaceutical Association's Medicines Counter Assistant training courses have now been completed and 442 assistants have their certificates.

Announcing the figures at Carshalton College on Tuesday, NPA chairman Roy Jones said that the hopes the Association had for the course when it was launched last Summer seemed to be justified.

"Medicines counter assistants have been keen to come on the course and have been enthusiastic about making pharmacy a health care centre rather than just a dispensary," Mr Jones said. "They have enjoyed learning more about pharmacy customers and have enthusiastically embraced the '2WHAM' approach to asking questions."

Mr Jones and Ron Irwin, managing director, Merrell Dow Pharmaceuticals, who provided support for the course, presented the Carshalton assistants with their certificates.

## USDAW says review pay, or else...

The Union of Shop, Distributive and Allied Workers has warned retailers that it will take legal action against them if they refuse to review pay structures, says a report in *The Independent*.

This follows the dropping of an equal pay test case which the union had brought against Sainsbury, after the supermarket awarded more than 60,000 employees pay rises of up to 16 per cent.

The gesture has been welcomed as a move towards equal pay for men and women, following a ruling by an industrial tribunal last year evaluating the job of a woman check-out operator to that of a male warehouse worker who was being paid more.

A spokesman at USDAW told *C&D* that the union considers pharmacy employees, who tend to be women, to be "undervalued" and "not well paid". He said USDAW would use the outcome of the Sainsbury case to negotiate for other groups of shop workers.



## Script hopes

The Pharmaceutical Services Negotiating Committee has written to the Department of Health asking that zero discount be automatically applied across the board without pharmacists having to endorse.

PSNC is also calling for use of the MDA instalment prescription form to be extended to Schedule 3 so that it can be used to help patients wean off benzodiazepines. ■ Following the success of this year's annual dinner, when over 120 MPs and Peers were in attendance, PSNC is to repeat the conference/dinner format in 1991.

## Premises up

The number of premises on the Royal Pharmaceutical Society's Register rose by just one in February. The total now stands at 11,643.

Only England (excluding London) showed a gain, with 14 additions, one restoration and 11 deletions. There was no change overall in Scotland, with two additions and two deletions, while in Wales there was just one deletion. In London, there was one addition and three deletions.

## Product cautions from Evans

Evans Medical are recalling their sodium bicarbonate tablets 300mg batch nos R96394A and R96395A).

The tablets in the 500 packs are labelled correctly and contain the correct product, but are engraved with the code "50/151" for Evans isoniazid tablets 50mg instead of "300/201".

There is no risk to patients but as a precautionary measure the company is asking pharmacists to check stocks and return any of the above batch numbers to wholesalers for full credit.

■ Evans are also advising pharmacists that their chloramphenicol eye drops BP have a shelf life of 18 months stored between 2-8°C but only four months at 25°C. Packs of batch nos 8909290, 8909411 and 8911041, while having the correct instruction on the bottle and under patient instructions on the carton, have "store below 25°C" on the pharmacist panel, which is incorrect. If any product has been incorrectly stored it should be returned for credit.

# TOPICAL REFLECTIONS

by Xrayser

## Script check

There has recently been an explosion in the use of computer-generated prescriptions — the handwritten form at last seems to be on its way out. Applause for that, but the gross errors I have seen suggest that neither pharmacy nor medicine has properly come to terms with the necessary changes in checking procedure.

The computer is only as accurate as its operator, and it is too easy to blame the machine for its master's errors. The printed word becomes law, and any error is faithfully transferred down the line to its ultimate destination, the patient. The other day I labelled "12 to be taken", and digoxin 0.25mg, "two to be taken three times a day" on a script for a lady of 80 — it could have been no less disastrous.

It is vital that we train our computer operators properly in the use of sophisticated software and accurately check the results. A shop girl elevated to a "tablet counter" is no longer enough.

## Good health in practice

The medical profession always claims has no time to practise preventative medicine, so maybe the time has arrived for pharmacists to show the way. In last week's supplement to the *C&D* "Staying Healthy", the role of supplements in the prevention of disease is strongly emphasised. Also PSNC has recently made available a superb patient leaflet sponsored by Kelloggs and entitled "Control your cholesterol".

The public are becoming increasingly aware of the necessity for maintaining good health and the pharmacist is one of the major sources of impartial advice. With the availability of relevant leaflets and



proven supplements, we can now both advise on lifestyle and reinforce this with constructive advice on the purchase of products shown to have a demonstrably beneficial effect — garlic for bronchitis and cholesterol control, evening primrose oil for atopic eczema, and fish oils in the prevention of coronary heart disease. Supplements have come of age, and we are uniquely placed to capitalise on this growing market while at the same time improving our patients' health.

## Self-selection

Community pharmacies are to be allowed to sell GSL medicines from self-service gondolas in a "professional area" of the shop. This is not a proposal accepted by Council after consultation with the membership, but a statement of fact after private discussions with Boots who, I suspect, applied "whether you like it or not" arguments to the debate.

The Medicines Act incorporates the principle that all medicines should be restricted to supply through pharmacies only, and then proceeds to allow a concession to this restriction through which drug companies have driven a GSL-laden coach and horses. The principle of the Act, however, still applies, and up to now has always commanded the overwhelming support of the profession. Council may argue that it is reluctantly accepting the inevitable, but in acceding to Boot's demands it has undermined a fundamental of community practice.

With the recent furore about paracetamol still fresh in its mind, Council should have had the courage to go to the membership for a mandate and fight for the continuation of current policies which protect the public by actively distinguishing pharmacies from other sources. This decision could be far reaching for community practice.



# SCRIPT SPECIALS

## Junior ibuprofen



Boots are launching a suspension of ibuprofen for the treatment of childhood fever. Junifen contains 100mg ibuprofen in 5ml and studies show that it provides greater antipyretic activity than paracetamol, say Boots.

**Manufacturer** The Boots Co

**Description** Orange flavoured liquid containing 100mg ibuprofen in 5ml and inactive ingredients sucrose, sodium benzoate, methyl and propyl hydroxybenzoate, sunset yellow

**Uses** Reduction of fever in children older than one year

**Dosage** 20mg per kg of body weight in divided doses: Age 1-2 years: 2.5ml; age 3-7 years 5ml; 8-12 years 10ml; three to four times daily. Not recommended for children under the age of one or weighing less than 7kg. For short term use only

**Side effects** Dyspepsia, gastrointestinal intolerance and bleeding, and skin rashes, thrombocytopenia rarely

**Contra-indications, warnings** May precipitate bronchospasm in patients suffering from or with a history of bronchial asthma. Do not use in patients in whom aspirin and other NSAIDS induce symptoms of asthma, rhinitis and urticaria

**Interactions** Care should be exercised in patients taking oral anticoagulants and thiazide diuretics

**Supply restrictions POM**  
**Packs** Bottle of 150ml (£2.40 trade)

**Product licence** 0014/0390  
**Issued** March 1990

## Zofran — a 5HT antagonist

Zofran is the first of a new generation of 5HT compounds now licensed for the treatment of nausea and vomiting associated with chemotherapy and radiotherapy.

It contains ondansetron, a highly potent and selective 5HT<sub>3</sub> — receptor antagonist (see p470).

Emesis affects 80-90 per cent of patients and can continue for days after initial chemotherapy. Though the drug will usually be started in hospital, some GPs may use it for patients who continue to vomit at home, said Professor John Smyth, consultant oncologist, Western General Hospital, Edinburgh, last week.

**Distributor** Glaxo Laboratories Ltd, Greenford, Middlesex UB6 0HE

**Description** Ampoules containing 4mg or 8mg ondansetron aqueous solution for iv administration. Yellow, oval film-coated tablet containing 4mg or 8mg ondansetron and engraved "Glaxo" on one side and "4" or "8" on the other

**Uses** Management of nausea and vomiting induced by cytotoxic chemotherapy and radiotherapy

**Dose Adults:** for high emetogenic chemotherapy, eg regimens containing cisplatin, Zofran may initially be given as a slow iv injection or 15 minute infusion of 8mg before chemotherapy followed by a continuous iv infusion of 1mg/hour for up to 24 hours. This is followed by two 8mg doses given by slow iv injection or 15 minute infusions four hours apart. Either regimen is followed by 8mg orally every eight hours for up to five days. For

less emetogenic chemotherapy, the drug is given by a slow iv injection or 15 minute infusion of 8mg before chemotherapy, followed by 8mg orally every eight hours for up to five days. For radiotherapy induced nausea and vomiting, 8mg orally is given every eight hours.

**Children:** Aged four years and over, 5mg/m<sup>2</sup> is given over 15 minutes before chemotherapy followed by 4mg orally every eight hours for up to five days

**Side effects** Constipation, headache, a sensation of flushing or warmth in the head and epigastrium, increases in aminotransferases. Rarely hypersensitivity reactions

**Contra-indications, warnings, etc** Hypersensitivity to any component. Not to be used in pregnancy, unless the benefits outweigh risks. Do not breastfeed. For compatibilities with iv fluids and other drugs see Data Sheet

**Supply restrictions POM**

**Packs** Injection 4mg/2ml (5 £52.50); 8mg/4ml (5 £75); 4mg tablets (100 £625) and 8mg tablets (30 £270, all prices trade)

**Product licences** (holder Glaxo Operations UK Ltd) Injection (2mg/ml) 0004/0375; 4mg tablets 0376; and 8mg tablets 0377

**Serono's thrombolytic** Ukidan (urokinase) can now be used for deep vein thrombosis, pulmonary embolism and peripheral vascular occlusion. A 100,000 iu vial (£60 trade) has been introduced and other high dose preparations will follow, say *Serono Laboratories Ltd*. Tel: 0703 31972.

## Immuno's globulin

Endobulin is a freeze-dried presentation of immunoglobulin G for replacement therapy in primary antibody deficiency syndrome and idiopathic thrombocytopenic purpura.

It comes in six presentations: 500mg (£8.25); 1g (£16.50); 2.5g (£41.25); 5g (£82.50); 7.5g (£123.75) and 10g (£165, all prices trade).

See Data Sheet for dose which varies according to bodyweight.

Side effects and warnings are as for other human immunoglobulin preparations (see Data Sheet).

The injection has a shelf life of three years and should be stored in the fridge. Packs come with water for injections and needles for reconstitution. The 2.5g, 5g, 7.5g and 10g sizes also contain infusion equipment. The product licence number of this prescription only medicine is 0215/0023. *Immuno Ltd*. Tel: 0732 458101.

## Cisparide co-marketed

As part of a co-marketing agreement with Janssen Pharmaceutical, Cilag are to launch a formulation of cisapride on Monday. Both companies are subsidiaries of Johnson & Johnson Inc.

Cisapride, a gastro-intestinal prokinetic agent, was researched and developed by Janssen Pharmaceutical and launched as Prepulsid to hospital doctors last year. Janssen are now launching Prepulsid to GPs.

Cilag's Alimix is presented as a white, biconvex, scored tablet each marked "Cis 10" and containing 10mg cisapride as the monohydrate. It is indicated for the treatment of symptoms and mucosal lesions associated with gastro-oesophageal reflux at a dose of one tablet three to four times a day, for adults and children over 12, for 12 weeks.

It is also indicated for the treatment of impaired gastric motility secondary to disturbance and delayed emptying associated with diabetes, systemic sclerosis and autonomic neuropathy. The dose is one tablet three or four times daily for six weeks. The tablets should be taken 15-30 minutes before meals.

See Data Sheet for side effect and contra-indications. Alimix comes in blister strips of 11 tablets (112 £36 trade). The product licence number of this prescribable only medicine is 0076/0144. *Cilag Pharmaceuticals Ltd*. Tel: 0240 243541.

**Kerfoot's diclofenac sodium** 50mg tablets are now brown instead of orange. The 25mg tablets will also become brown when current stocks are exhausted. New pack will be flagged. *Kerfoot Pharmaceuticals*. Tel: 061-334531.

**May & Baker** are introducing OPD of Stemetil 25mg tablets (50 £5.19) and Vallergran 10mg tablets (28 £1.05, both prices trade). The 50s pack of Vallergran has been discontinued and the 500s pack will be available until mid-April. *May & Baker Pharmaceuticals*. Tel: 01-592 3060.



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ormation is available



*I'm sitting on top of the world!*

Everyone has a certain zest for life. 'Zestril' lets your hypertensive patients enjoy their's. 'Zestril' is an effective ACE inhibitor from ICI. 'Zestril' is taken once daily, so encouraging good patient compliance.

A valuable aspect of 'Zestril' therapy is that it is well tolerated, and suitable for a wide range of hypertensive patients (for whom conventional therapy is ineffective or inappropriate). Your hypertensive patients will appreciate the

convenient dosage and good tolerability of 'Zestril'. It's a therapy they'll find easy to live with - one which helps retain their zest for life. Helps retain that 'sitting on top of the world' feeling.

**Zestril**  
lisinopril ICI



Once daily antihypertensive therapy which helps retain that zest for life.

ICI Pharmaceuticals (UK), Southbank, Alderley Park, Macclesfield, Cheshire SK10 4TF

H1002 Jan 90



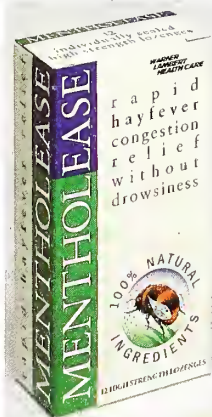
# COUNTERPOINTS

## Easing hayfever naturally

Warner-Lambert have introduced a treatment for hayfever designed to relieve congestive symptoms such as blocked and runny nose, sore throat, and sneezing.

Mentholease contains menthol 19.8mg and eucalyptus oil 8.8mg in each white, opaque lozenge and is said to be free from artificial colourings, flavourings and preservatives. The dose for adults and children over six years, is one lozenge dissolved in the mouth when required, up to a maximum of eight in a day, and children under six may suck up to four lozenges daily. Packs contain 12 individually sealed lozenges (£0.95). Classified GSL the licence number is 2103/0012.

Mentholease will initially be launched in the South East and will be supported by a £750,000 (national equivalent) advertising campaign during the peak season from June to August. POS includes consumer leaflets and an introductory offer will be available. Warner Lambert Health Care. Tel: 0703 620500.



Cussons are going national with their Pearl beauty soap and bathing range in a £1.65m television advertising campaign beginning on April 2. Cussons (UK) Ltd. Tel: 061 792 6111.



## Bodywise target Sanpro and babycare

Feminine hygiene and babycare products are soon to be launched under the Natracare name, by Body Wise UK Ltd.

The first is a range of non-chlorine bleached products packaged in non-chlorine bleached recycled card. There are press-on towels available in slender (20 £1.29), regular (14 £0.99) and super (12 £0.99); panty shields (30 £1.19) and tampons, in regular (20 £1.69) and super (£1.79) absorbances.

Body Wise say that the panty shield is an innovative product because it is plastic free. It contains an "extra absorbent" layer said to perform in the same way as a plastic liner. It is made from fluff pulp, and the cover is made from polypropylene.

Natracare tampons are said to be "100 per cent cotton". They

are said to have a low fibre loss, compared to existing rayon and cotton mix tampons. The cotton fibres are oxygen bleached.

The babycare range consists of 250ml baby shampoo, baby bath (both said to be biodegradable), and baby lotion and 95ml nappy cream (prices are available on application). The products are mild and fragrance-free. They use vegetable based detergents, waxes and emulsifiers and incorporate natural oils.

The range is packaged in bottles said to be recyclable PET and ozone friendly. And each purchase contributes to the World Wide Fund for Nature, say Body Wise.

Next month, Body Wise are offering a discount of 5 per cent on orders placed at Helfex '90. Body Wise (UK) Ltd. Tel: 0454 615500.

## Rochas go for matt look

Rochas have developed Les Poudres de Soleil, a range of make-up that adds a matt bronze colour to the complexion.

Suitable for both the face and body, the make-up (£14) provides a natural looking tan that is described as long-lasting and non-greasy.

Available in gold or copper,

Les Poudres de Soleil are easily applied in light strokes with a large brush to give an even cover, say Rochas.

The products are plant-based and create a fine veil over the skin giving the complexion a smooth, flawless, velvet-like texture say Rochas Perfumes Ltd. Tel: 01-961 6440.

## Pampers come in mini-size

Ultra Pampers boy/girl are now available for newborns, say Procter & Gamble.

The mini range, for infants weighing 3-6kg/6-13lb, has been customised to give the same absorbency benefits and leakage prevention that all Pampers boy/girl nappies offer, says the company.

Available in carrypacks and valuepacks, Pampers boy/girl mini sell for around £7.99 and £15.59 respectively.

A national campaign including direct mail, trade promotions and public relations will support the introduction which will be phased in over March and April. Procter & Gamble Ltd. Tel: 091 279 2000.

## Sixth Sense

A fifth variant is being added to Beecham's Sixth Sense body spray range, which will be in-store by the end of May. Called "mysterious feelings" (100ml around £1.49), its fragrance is described as a floral chypre.

Beecham will be supporting the launch with display units, containing two of each variant plus ten trial sizes (49p) of the new fragrance.

Advertising for Sixth Sense, which are targeted as "lifestyle" products to 13-19 year olds, will continue on the radio — including the network chart show, selected regional shows and Radio Luxembourg — and in teenage magazines — including *Just 17*, *Mizz*, *Jackie*, *Looks*, and *19*. Beecham Toiletries. Tel: 01-560 5151.

Booker Nutritional Products will be offering 20 per cent extra free across their six products in the Ladycare range, from April 23.

POS support will heighten the brand's instore presence and ensure strong impact on shelf, say Booker Nutritional Products. Tel: 0932 336366.





## Our new baby. Just watch it grow.

You'll probably recognise our new arrival right away.

That's because Asilone has long been one of the best known and most effective antacids available.

And naturally, like all proud new parents, Crookes intend to make a big fuss of it.

We're already talking to GP's for instance, so you can certainly reckon on an increase



in prescription demand. But that's just the first stage.

For as you might expect with Crookes, you'll be hearing a lot more of Asilone in the future. And by then everyone will be saying, 'Just look how fast Asilone has grown.'

Asilone Suspension, Gel and Tablets may be sold OTC, Suspension and Gel are also NHS prescribable.





## Rubinstein look to face

Helena Rubinstein have extended their Golden Beauty sun care range to include Positive Bronzers, a range of products specially formulated for the face.

It comprises SPF 4 for normal and dark skin or weak sun; SPF 6 for fair and sensitive skin or strong sun and SPF 18 with reinforced UVA and infra-red filters with protection for sensitive skin and extreme sun exposure conditions.

All factors have a light, water resistant texture, says the company, and are non-greasy and non-comedogenic. They all have a selling price of £11.50.

The company has also come up with Positive Repair (£14.50), another product launched into the Golden Beauty range. This is said to provide after-sun care without greasiness. *Helena Rubinstein Ltd. Tel: 01-979 7744.*

## Garlic comes with 20pc extra

Booker Nutritional Products are offering a 20 per cent extra free consumer offer on their Heath and Heather garlic herbal remedies.

In specially banded packs, odourless garlic perles (150 capsules) will be available to the trade in cases of six for £7.97 with a selling price of £2.29 for 180 capsules. And odourless garlic perles one-a-day will come in cases of six for £9.22 with a selling price of £2.65 for 72 capsules instead of 60.

The offer begins this week and will continue while stocks last. *Booker Nutritional Products. Tel: 0932 336366.*

## Flix comes with music

Flix will be promoted with an on-pack music offer for consumers from April until June.

Searle Consumer Products are offering consumers a £1 EMI music voucher if they send two proofs of purchase from special packs of Flix tablets or granules.

The promotion will be featured in national and regional newspapers as well as advertisements in the "young" Press. *Searle Consumer Products Ltd. Tel: 0494 21124.*



## R&G launch Country Collection

A collection of toilet bags and toiletry gifts is the latest range launched by Redmayne & Graves.

The English Country Garden Collection comprises matching toilet bags and toiletries.

It is based on an original design reflecting traditional cottage garden flowers and prices start at £3.95 and go up to £13.95.

The collection comprises a cosmetic purse (£4.95); toilet bag (£6.95); jewel roll (£6.95); tissue box cover (£6.95) and an organiser holdall (£13.95).

A scented line includes shoe sachets (£3.50); draw liners (£3.95) and coat hangers (£3.75).

These designs in shades of peach, amber, pink and green are reflected in a range of hair and body toiletries which include a pear shower gel/bath foam (£2.45); camomile shampoo (£2.45), a cucumber and English rose hand and body lotion (£2.45) and a sweet orange bath oil (£2.45). The range has not been tested on animals say *Redmayne & Graves. Tel: 0768 63774.*

## Philips come to you with small electricals show

Philips are presenting their small appliances range through a series of "Driving Force, through the nineties" roadshows up and down the country in May and June. Roadshows will feature special offers and present increased profit opportunities as well as profiling new product launches.

The two-day shows will be held at the following venues: Park

Hall Hotel, Chorley, May 23-24; Buchanan Arms Hotel, Drymen, May 30-31; La Mon House Hotel, Belfast, June 6-7; Redwood Lodge Hotel, Bristol, June 12-13; Staverton Park Hotel, Daventry, Jun 19-20; and the final venue will be the Swallow Hotel, Waltham Abbey, Essex, on June 26-27. *Philips Home Appliances. Tel 01-689 2166.*

## Bags of choice in latest Vanderbilt offer

"Bags of choice" is the latest consumer offer from Parfums Vanderbilt which runs from April until June.

A compact travel bag will be given free with every purchase of the 7.5ml Vanderbilt eau de parfum spray (£9.95).

A larger overnight bag accompanies every purchase of

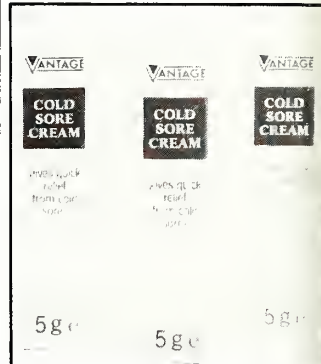
the 25ml eau de parfum spray (£14.95) and with every purchase of the 50ml eau de parfum the company are offering a free weekend bag.

All bags are made from lilac canvas with the Vanderbilt swan and signature featured on the side. *Parfums Vanderbilt. Tel: 01-937 5454.*

## AAH launch cream for cold sores

Vantage cold sore cream has been introduced in response to specific demand from the Vantage symbol group membership, say AAH.

The cream comes in trade outers of 12 at £7.05 and each 5g tube retails at £1.05. *AAH Pharmaceuticals Ltd. Tel: 0928 717070.*



## Snappy gift

Colors de Benetton are offering a 110 mini camera gift with every purchase of the ladies 50ml eau de toilette spray or 100ml eau de toilette men's spray.

The camera comes in red, blue, yellow or green, in a multi-coloured box, and is available from May.

The company has also launched Eau Douce, which is described as a distinctive and refreshing oriental blend combining orange blossom, pineapple and peaches with a floral bouquet of jasmine and roses.

The fragrance is in a pentagonally shaped bottle, and the 100ml size (£19.50) comes with a refillable purse spray. *Maurice Douek Ltd. Tel: 01-328 1036.*

## Wella pens

Wella are supporting their home use colorant brands — colour confidence, hair streaking kit and hair lightener — with a consumer offer.

Packs of the colorants will have a free ladies' signature pen banded to them, with a recommended selling price of around £1.99. The pens come in three colours, each one chosen to compliment the different packs and therefore create a cosmetic image, say *Wella (GB). Tel: 0256 20202.*



# Plax wins Plaque.



on Super Marketing's new product of the year award for the health and beauty category. Proof that no plaque is safe from Plax.



FOOD BROKERS LTD., NORTH HARBOUR, PORTSMOUTH. TELEPHONE: 0705 219900. FACSIMILE: 0705 219222. TELEX 86779.



SAY 'KNICKERS' TO





# ORDINARY NAPPIES



Peaudouce are proud to introduce the cheekiest idea in nappies for a decade.

A revolutionary, pant-shaped nappy that's going to be as good for business as it is for baby.

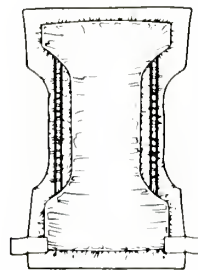
Just like a pair of pants, new Ultra 'T' is shaped differently front and back, so it fits more closely.

Neat and slim, Ultra 'T' is poised to change the nappy market totally.

Eye-catching, compact packaging means more nappies fit onto the same shelf space. Each cubic foot works harder for you. And for mums, the packs are easier, too.

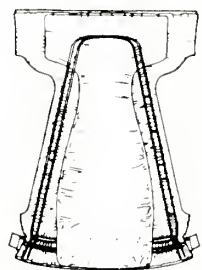
Only Peaudouce can produce Ultra 'T'. So we're backing it with an advertising spend that's increased substantially. Ordinary nappies don't live up to Ultra 'T'. Soon, you won't stock them. You'll say 'Knicker's'. And drop them.

Old



*Old style nappies are the same front and back.*

New



*New Ultra 'T' is shaped like a pair of pants to hug baby's shape more closely.*



**PEAUDOUCÉ**  
**ULTRA T SHAPE**

**KEEPS A BABY DRIER LONGER**



# Constipation: Treatment for a better future

## All stimulant laxatives are alike — or are they?

At one time, phenolphthalein was the most commonly used substance of this class. Nowadays its profile is such that it is unlikely that either pharmacist or doctor will recommend it.

The most commonly recommended stimulants are senna and bisacodyl. By definition both stimulate peristalsis in the colon. They also have similar side effect profiles.<sup>1</sup> Bisacodyl (Dulcolax) and senna differ, however, in one important aspect. Dulcolax acts on the rectum as well as the colon, toning and helping to re-educate the bowel to allow the body to function without laxatives where possible. How this occurs is briefly described here.

### NATURAL BOWEL ACTION

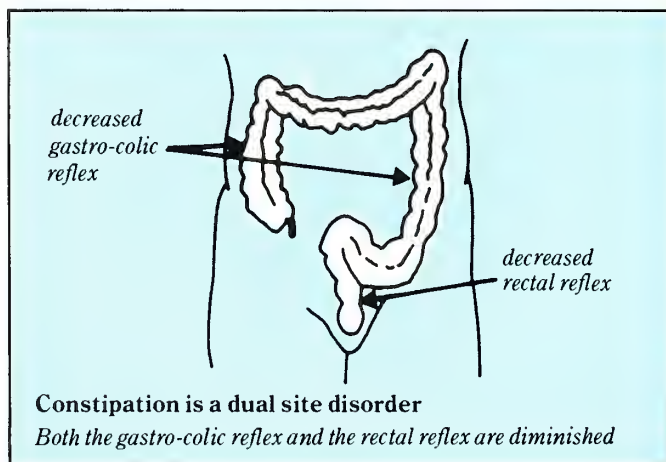
"Tension in the wall of the rectum is the normal stimulus for defaecation."<sup>2</sup>

When food enters the stomach a "gastro-colic" reflex stimulates peristalsis in the colon, moving the contents of the colon into the rectum. This filling stretches the wall of the rectum and brings about the desire to go to stool (the "rectal reflex").

### CONSTIPATION — a dual site disorder

"Faulty diet, with insufficient fibre content is often to blame"<sup>3</sup> for constipation "followed by insufficient fluid intake and then lack of exercise. Coupled with lack of fluid intake may be a thoughtless bowel habit or too constricting a work or social pattern, preventing access to toilet facilities, with consequent ignoring of natural signals."<sup>3</sup>

If the rectal reflex is ignored sufficiently often, it is lost and the feeling of need to defaecate disappears. "Significant impairment of rectal sensory threshold was apparent in constipation."<sup>4</sup> The retained bowel contents become harder due to the colon's action of absorbing water, increasing the difficulty in passing the stool and so setting up the vicious circle of constipation.



### TREATMENT OF CONSTIPATION

There are two facets to the treatment of constipation:

1. Relief of constipation in the immediate and short term.
2. Re-education of the bowel to restore the rectal reflex, so allowing normal emptying without the need for laxatives.

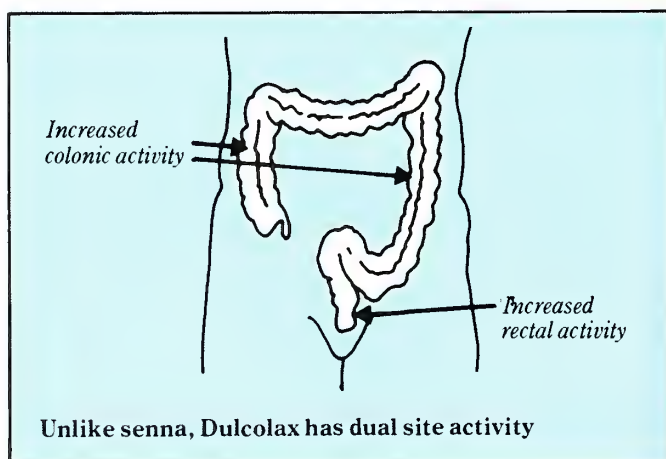
Ideally, a laxative should stimulate both the colon and the rectum. This stimulation should follow the taking of breakfast so as to copy the natural sequence of events for a normal bowel action.

### DULCOLAX

Dulcolax's action mimics natural bowel action. Gentle relief is achieved by two site activity. A "pro-drug", Dulcolax, is converted to the active laxative, bis(p-hydroxyphenyl)pyridyl-2-methane in the colon.

Dulcolax stimulates peristaltic action in the colon, so moving contents into the rectum. Unlike senna, Dulcolax further stimulates contraction of the rectum, so helping to restore normal defaecation activity.<sup>5,6,7</sup>

This means that Dulcolax will not only effectively relieve constipation, but will enhance the rectal reflex. This enhanced call to stool prompts appropriate response from the patient and education towards normal defaecation without the need for a laxative, where possible.



### GENERAL

A good laxative such as Dulcolax, is only part of the recommendation to those seeking advice on constipation. Exercise, a fibre rich diet and encouragement to respond rather than ignore the call to stool, all form the basis of corrective action towards re-educating, where possible, for a better, constipation free future.

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5. Hardcastle, J.D., et al, Gut, 1968, 9, 512-20.
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7. Hardcastle, J.D., et al, Gut, 1970, 11, 1038-42.



## Beauty for the UK

The beneficial properties of aloe vera have been captured in the new Nature Beauty skincare range, now available in the UK.

All products within the range contain a high concentration of natural aloe vera says the company, and they are described as pH-balanced to ensure that they are compatible with the skin's make-up.

The range includes: cleanser, exfoliator, moisture day cream, enriched day cream, treatment cream, biological cream, aloe vera gel, eye cream, face lift mask, and cream and body lotion. Prices range from £2.50 to £5.95. Nature Beauty. Tel: 01-550 4933.

## Wella offer

Wella have organised two 25p-off promotions this month on their shockwaves and Flex ranges.

Shockwaves will be supported by a coupon offering consumers 25p off any product in the range.

Flex hairsprays will feature 25p off stickers in March and April. Wella GB. Tel: 0256 20202.



## A Special Touch for Immac range

Special Touch wax strips have been added to the Immac range.

The re-usable wax strips (£3.79) are said to remove the hair from the roots, preventing the appearance of coarse stubble.

The product also comes with a skin conditioning oil which removes all traces of the wax.

For best results, the strips should be used at body

temperature says the company, but they should never be used within two hours of bathing or after sunbathing.

The strips can be regenerated by being folded in half and massaged between the palms. They should be changed when this is no longer effective say Whitehall Laboratories Ltd. Tel: 01-636 8080.

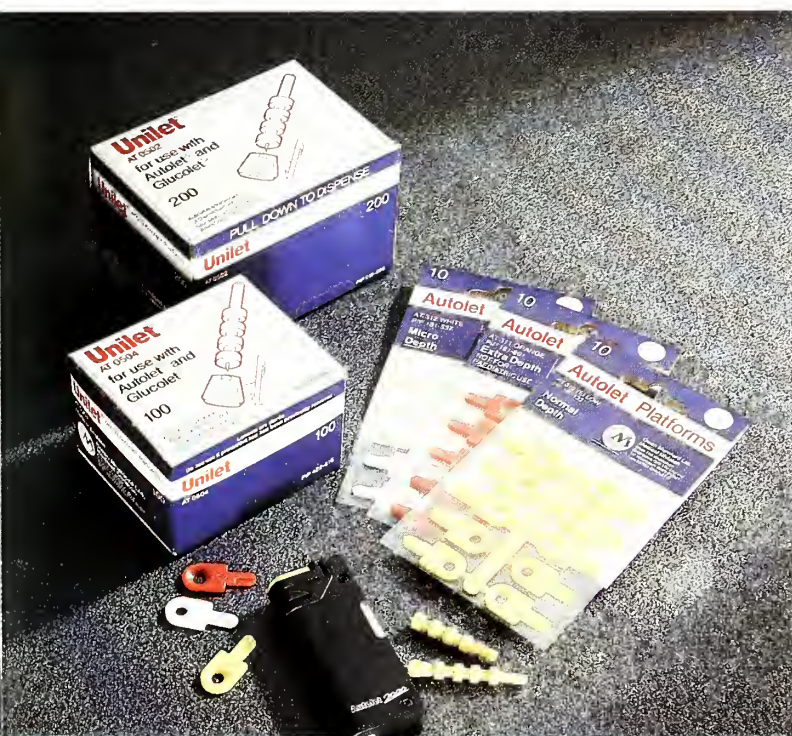
## Discover Professional launched for pharmacy use

Carter-Wallace have introduced a new pharmacy pregnancy test called Discover Professional Test. Using the same technology as the consumer home pregnancy test Discover Today, the professional test gives an easy-to-read result within five minutes.

The test is said to involve no complicated mixing or washing steps. A "dipstick" provides a clear colour result. This is a sensitive test, reading HCG levels as low as 25mIU/litre, says the company.

The ten test kit costs £19. Carter-Wallace sales representatives are introducing the product this week to all pharmacies. They are providing a rack for carrying out multiple tests as well as result pads.

A window sticker advising customers of the in-pharmacy pregnancy test service is also available. Carter-Wallace Ltd. Tel: 0303 850661.



# NEW Autolet<sup>®</sup> 2000

## A touch more gentle. A touch more style.

Autolet 2000 is the stylish new capillary blood sampler for diabetics.

A comprehensive promotion both direct to the diabetic clinics and in the British Diabetic Association's 'Balance' Magazine has already begun.

Autolet 2000 uses the brand-leading Unilet lancets and Autolet Platforms. Unilets are available on prescription in boxes of 100 and 200. There's a choice of three different Platform sizes in handy packs of 10; Yellow-Normal, Orange-Extra for greater penetration, and White-Micro for young or sensitive skin.

Contact your local wholesaler for supplies.



## OWEN MUMFORD

Improving life for diabetics.

Owen Mumford Limited, Brook Hill, Woodstock, Oxford OX7 1TU  
Tel. (0993) 812021. Telex 837864 OMIMI FT G. Fax (0993) 813466





# NEW WYETH Gel filled TEMAZEPAM CAPSULES



**THE SAME  
BUT DIFFERENT**

**Gel-filled to reduce the risk of  
intravenous drug abuse**

**Bio-equivalent to the liquid-  
filled temazepam capsules  
which they replace**

**In 10mg and 20mg strengths  
gel-filled capsules are  
marked 'W10' and 'W20' to  
distinguish them from liquid-  
filled capsules. Packs are  
clearly labelled 'gel-filled  
capsules'**

## DISPENSE WYETH TEMAZEPAM

Now available as abuse resistant tablets or  
gel-filled capsules

### TEMAZEPAM GEL-FILLED CAPSULES

#### Prescribing Information

**Presentation:** Temazepam 10mg and 20mg in gel-filled opaque, yellow soft-gelatin capsules. **Indications:** Short term treatment of insomnia (up to four weeks). **Dosage:** Adults: 10-30mg, half an hour before retiring. In all cases the lowest effective dose should be used and treatment should be intermittent if possible. The dose may be increased to 40 or 60mg in patients who do not respond to the lower dose because of severe or persistent insomnia. Treatment should be withdrawn gradually. Elderly: Elderly patients or those suffering from cerebral vascular changes such as arteriosclerosis are likely to respond to smaller doses, possibly half the normal adult dose. Children: Not recommended. **Contra-indications:** Sensitivity to benzodiazepines, acute pulmonary insufficiency. Not to be used during pregnancy and lactation unless clinically justifiable. **Precautions:** Concomitant administration with alcohol or CNS depressants may accentuate effects. Prolonged or excessive use may lead to dependence and withdrawal symptoms on cessation of therapy. Patients should be cautioned against driving or operating machinery until it is established that they do not become drowsy or dizzy. Rarely amnesia, paradoxical aggressive reactions, depression and suicidal tendencies have been reported. Psychological adjustment to loss or bereavement may be inhibited. **Side-effects:** Drowsiness or dizziness on waking is rare. Morning headaches, transient rashes and gastro-intestinal disturbances have occasionally been reported. **Legal Category:** POM, CD (SCH 4). **Packs and basic NHS cost:** 10mg x 500 - £12.06 20mg x 250 - £10.52 **Product License Numbers:** 10mg - PLO011/0106 20mg - PLO011/0107 Further information is available on request Wyeth Laboratories, Taplow, Maidenhead, Berks. SL6 0PH

**WYETH  
GENERIC**

\*trademark

## COUNTERPOINTS



## Dana for Springtime with floral collection

Dana Perfumes have launched a complete bath collection, containing three items from their deluxe bath range.

## New leaflet from Robinson

"Personal care in the home" is a leaflet which explains the problems of incontinence with information on products available and a guide to selecting the right products.

It has been produced by Robinson, whose range of incontinence care products is now available direct to the public through pharmacists. The leaflet has been written by an incontinence expert and is aimed at pharmacists, their staff and customers.

Robinson say: "We have found an increasing demand from customers at home anxious to obtain supplies locally. We believe pharmacies are the answer to that demand."

The leaflets are part of an education programme which also involves members of Robinson staff giving presentations and talks to groups.

Further information can be obtained from Angela Baker at Robinson Healthcare. Tel: 0246 220022.

Whitehall Laboratories phone number is 01-636 8080. We inadvertently printed the fax number on March 10.

The range comprises a foam bath (200g); a hand and body lotion (200g) and a talc (100g).

Each product can be purchased separately (£3.95) or all three for the price of two at £7.90 (£4.41 trade).

Dana have ventured from their usual classic white red and black packaging for this offer and have introduced a Springtime theme of light florals in pink and grey.

The range is being sold in display units of 12 (£52.92 trade). Dana Perfumes Ltd. Tel: 01-646 0344.

## Web relaunch photo albums

Web International have relaunched their traditional photograph album collection.

The main features include the return of tassel bound volumes with two tassel albums being introduced — one with black pages.

Web have also introduced a baby album in response to growing demand for a "quality" baby album, they say. The album has a white vinyl cover and spine with four commemoration pages. Two new wedding albums, have also been launched.

All Web albums now include a starter pack of 200 photocopies and prices range from £3.50. £7.50 say Web International. Tel: 01-961 5252.

## Going wild

Two more toothbrushes have been added to the Jordan range this month — wild animals and pocket brush.

The wild animal comes in the Junior V tuft design targeted at children. Packs show tiger, cheetah and crocodile motifs at the brush retails at £1.09.

Pick a pocket brush comes in its own case and is described as ideal for travelling or keeping in a desk drawer. It retails at £1.1. Alberto-Culver Co. Tel: 02-57222.

## ON TV NEXT WEEK

GTV Grampian  
B Border  
C Central  
CTV Channel Islands  
LWT London Weekend  
C4 Channel 4

U Ulster  
G Granada  
A Anglia  
TSW South West  
TTV Thames Television  
TV-am Breakfast  
Television

SK Sky  
STV Scotland (central)  
Y Yorkshire  
HTV Wales & West  
TVS South  
TT Tyne Tees

Benlyin:	ST
Bisodol Extra:	TV-a
Bisodol Regular:	STV,TVS,TT
Dimension:	All areas except TV-a
Harmony hairspray:	LWT,A,TTV,TVS & TV-a
Libra Bodyform:	All areas except CTV & C
Nice 'n Easy:	All areas
Nicobrevin:	All areas except CTV,LWT,C4 & TV-a
Nurofen:	STV & TSV
Rennie:	All areas except U,Y,CTV,TVS,LWT,TTV,C4 & TV-a
Sanatogen:	All areas except CTV,TTV & TV-a
Sanatogen single vitamins:	All areas
Sanatogen multivitamins range:	TV-a
Seven Seas supplements:	All areas
Throaties/Throaties Extra:	TV-a



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to your customers**



**DON'T MISS OUT!**



# **So now you can pharmacy only**

- **32,000 GP's, 9,000 Dieticians and Nutritional Nurses now receiving clinical trial data, nutrition profile, patient packs with 200,000 sample sachets and £ coupons working for you!**
- **Nutritionally outstanding; proven in clinical studies; the naturally healthy way for your customers to lose weight fast.**
- **Slim·Fast – A proven success! (America's No.1 slimming brand; 12 years and growing.)**

This product can help slimming or weight control only as part of a calorie-controlled diet.

## **DON'T MISS SLIM·FAST PROF**



Thompson Medical Company Limited, PO Box 681, Salisbury House, 302-308 High Str



# Enjoy a major new profit opportunity

**£5 million national TV, press and  
radio support selling for you! Starts April 1...**



## Slim-Fast®

# OUT ON YOUR S - ORDER NOW!



## Shulton's across the board offers

Shulton are offering promotional offers across all brands up until April 27, along with a number of gift packs being promoted for Father's Day.

The company is offering five promotions for Old Spice. The 75ml aftershave lotion is retailing at £2.95 offering 50p off the usual selling price; there is a saving of 70p on the 100ml travel size aftershave lotion (£2.95) while the 100ml aftershave moisturiser is on offer at £3.45 which is a saving of 50p. The promotions are supported by a range leaflet which includes money-off vouchers worth £1.10.

The 150ml deodorant and 150ml antiperspirant both come with 50p-off coupons and an Old Spice gift pack containing an aftershave lotion, a shower gel and a face cloth retails at £4.99.

Blue Stratos aftershave lotion is available at a reduced selling price of £3.95 including a 30p-off coupon for the deodorant. There is 50p off the 50ml aftershave lotion and 46p off the splash-on lotion.

A gift pack for this period contains an aftershave and a deodorant and retails at £3.25. The 200ml deodorant or antiperspirant both come with 50p-off fragrances coupons.

Savings are available on two sizes of Insignia aftershave. There is 76p off the 50ml size and 50p off the 100ml size. The 150ml deodorant and antiperspirant both come with coupons worth 25p off any items in the range and an Insignia body kit containing a splash on lotion, shower gel and stick deodorant retails at £3.99.

A Mandate gift set retailing at £10.95 containing a 50ml aftershave lotion and a 150ml shaving foam is described as an ideal present for Fathers Day.

Finally, a trial size 30ml Rapport aftershave lotion is available at £4.95 with a coupon worth £1 off the next purchase of Rapport. *Shulton (GB) Ltd. Tel: 0734 793000.*

**Oatbran flapjacks** are the latest products to be introduced by Brewhurst Health Food Supplies under the Healthrite label.

Available in two varieties — honey and fruit, the flapjacks contain 25 per cent oatbran.

Packed in 75g cellophane boxes (£0.36) they are supplied in display outers of 24 packs (£6.05). *Brewhurst Health Food Supplies Ltd. Tel: 0932 354211.*

## Booker put Superted on offer

Booker Nutritional products will be offering 20 per cent extra free on their Superted vitamin C, vitamins A,C,D and multi-vitamins and iron combinations.



The promotional packs will be available from March 26 while stocks last, and it is featured on-pack with a collar. POS material, including a display board and leaflets is also available. *Booker Nutritional Products. Tel: 0932 336366.*

## Slim Fast to the UK

A product said to have been America's No 1 slimming brand for the past 12 years is being launched into the UK by Thompson Medical.

Slim Fast is a meal replacement available in three flavours — Chocolate Royale, Strawberry Supreme, and French Vanilla (all 438g, £5.99). It is a vitamin and mineral fortified sweetened low fat milk mix with added fibre, made up with skimmed milk. Each serving contains 200 calories after mixing.

Thompson Medical are promoting Slim Fast as the "nationally healthy way to lose weight fast" as part of a calorie controlled diet. They are mailing 32,000 GPs, 9,000 dieticians and nutritional nurses with clinical trial data, a nutritional profile and patient packs with 200,000 sample sachets and coupons.

Six tins make up an outer (£26.94), and the company is offering "a major new pharmacy only profit opportunity" (see p444). A £5m advertising campaign starts on April 1 on national television, Press and radio. *Thompson Medical Co Ltd. Tel: 0753 693600.*



# REHABILITATION AND GENERAL PRACTITIONERS' EQUIPMENT

We supply both Rehabilitation and General Practitioners' equipment, including a wide range of Diagnostic products.

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Clinical studies<sup>1,2</sup> show that Liquid GAVISCON<sup>®</sup> provides significantly greater relief of reflux-symptoms than conventional or dimethicone-containing antacids. So it's not surprising that Liquid GAVISCON is the No. 1 pharmacy-recommended brand for the relief of indigestion and heartburn.<sup>3</sup> When you recommend Liquid GAVISCON, you recommend a highly effective treatment. And that means many satisfied customers — and satisfying profits, too!

*The No. 1. Pharmacy-Recommended Brand.<sup>3</sup>*

Liquid  
**Gaviscon<sup>®</sup>** 

Sodium Alginate BPC, Sodium Bicarbonate Ph.Eur., Calcium Carbonate Ph.Eur.

*faster, more effective, longer-lasting  
relief than antacids<sup>1,2</sup>*

**PRESCRIBING INFORMATION** LIQUID GAVISCON<sup>®</sup> Sodium Alginate BPC, Sodium Alginate Ph.Eur., Calcium Carbonate Ph.Eur. **Indications:** For the relief of heartburn and indigestion due to gastric reflux. **Active Ingredients:** Sodium Alginate BPC, Sodium Alginate Ph.Eur., Calcium Carbonate Ph.Eur. **Dosage Instructions:** Adults and children 10-20ml after meals and at bedtime. Children under 12 5-10ml after meals and at bedtime. **Contra-indications:** There are no specific contra-indications. **Further Information:**



Liquid Gaviscon contains 6.2mmol sodium per 10ml. Liquid Gaviscon is sugar-free. **Retail Price:** (September 1989) 200ml £1.99. **Product Licence No:** 44 0058. **References:** 1 Data on file, Reckitt & Colman Pharmaceutical Division (Final Trial Report, November 1984). 2 Chevrel B. *J Int Med Res*, 1980, 8, 300. 3 Counterpoint, Taylor Nelson. Further information is available on request. Reckitt & Colman Pharmaceutical Division, Hull, HU8 7DS. <sup>®</sup>GAVISCON is a registered trade mark. Stomach device is a trade mark.





# Vapona — getting off to a flying start for 1990

**Last year Nicholas Laboratories reported record sales for their market-leading Vapona range of household insecticide products — a trend which the company is set to repeat in 1990**

Sales of the company's comprehensive range of products were up by an impressive 30 per cent — a figure which Nicholas largely attribute to the exceptionally mild 1988-89 Winter, which resulted in an insect "explosion".

The chemist sector performed well with total sales of just £500,000 in the July/August 1989 period alone. However, Vapona believe that the chemist has an opportunity to capitalise further on this market by stocking a wide range of products throughout the year.

"Insects are rapidly becoming a year-round problem as a direct result of both centrally heated homes and the trend towards warmer weather generally," commented Joanna Grant, Vapona's product manager. "This has dramatically increased sales of household insecticides and in addition to this there is increasing consumer awareness of the role of these products. While the vast majority of the population still resorts to using the 'rolled-up newspaper' method, our research has indicated that today there is a much greater awareness of the hygiene problems and the destructive habits presented by many insects that there was five years ago. Today's housewife is looking for a convenient and effective solution for all the different insect

types, and Vapona offers just that."

The chemist sector accounted for nearly half of Vapona's total sales last year — with their brand leading fly products taking the lion's share and the company's new Ant Trap and other ant products also showing significant sales.

Vapona expect to build further on this success in 1990 with several product innovations plus above and below the line support.

## Repackaging strengthens range

For 1990 Vapona will be supporting their wide range of products with repackaging across many of the best-selling lines.

The company's Flykiller Strip, Small Space Fly Killer and Mothkiller Strip, which together account for over half of Vapona's chemist sales, will be repackaged in handy pouches. Wast in "packaging" is an issue which many consumers are now aware of, and the company believes that this move will therefore be a popular one. A transparent tray for easy display will be available to chemists.

Moreover, there are several packaging updates within Vapona's range of ant products, which accounts for 13 per cent of

sales through chemists, and is a growth area in household insecticides. The company's ant and Crawling Insect Spray — which is the only trigger insecticide on the UK market — will be repackaged in a 500ml container (previously 250ml). Offering the consumer better value for money, the spray will retail for £2.50 as opposed to £1.79 for the old 250ml version.

The Vapona Ant Trap, launched in the 1989 season, will be repackaged in single as opposed to double units. This move is designed to encourage consumer trial and impulse purchase and, at £1.99, will bring the product more in line with pricing on the rest of the range.

Finally, Vapona's repackaged Fly Killer Aerosol will be called "Fly and Wasp Killer Aerosol" to give a clearer consumer proposition.

## Vapona 'on show'

For 1990 Vapona will be offering the chemist some excellent display options to enable retailers to capitalise on the rapidly-growing household insecticide market.

New for the season is a counter unit specially designed for the smaller outlet, and intended to create an impact which will





encourage impulse purchasing. This unit is designed to hold a variety of products according to likely sales turnover, including three of all the Strip products and six Fly Killer Aerosols. The unit also contains a product information leaflet which is available free to the customer.

Vapona's free-standing unit will also be available. This features an eye-catching headcard with three display shelves designed to stock all eleven products in the range.

On the promotional side, Vapona will be supporting their products with several activities. These include "20 per cent extra free" on its Fly & Wasp Killer Aerosol, and a 50p cash-back offer on Ant and Fly Pens.

A major Press advertising campaign is also planned for the brand. This will break in July and run throughout the peak season, together with an intensive carefully targeted public relations campaign aimed to boost consumer understanding of the range and the problems which insects in the home can cause.

### Mild Winter boosts sales

The ecological impacts of the mild Winter of 1988-89 is well documented, and its effects on insect life were dramatic. The Institute of Terrestrial Ecology commented in its report "The Mild Winter" that "severe damage was sustained to crops by the survival of large numbers of pests which could normally be controlled by Winter cold kill". Not such good news for farmers, but good news for sales of household insecticides. In addition to this, the report cited exceptionally early appearances of moths and bees, and wasps were spotted in January and February.

Despite some dramatic weather changes this season, the Winter has been mild and Vapona predict another insect "explosion" — perhaps not on the scale of last year's but enough to significantly increase sales.

### Insect phobias and profit

Earlier this year Vapona commissioned Gallup to conduct a nationwide survey on consumer perceptions towards insects.

Of interest to the retailer is the fact that 28 per cent of consumers will kill all insects on sight indiscriminately with the rest killing for hygiene reasons or depending on the insect type. In fact very few will leave an insect alone, which bodes well for insecticides because, though a large number of insect haters use a rolled-up newspaper or foot to kill insects they are moving towards the no-mess convenience of using consumer products instead.

Other interesting facts unearthed include the fact that men are more frightened of insects that bite or sting, while women are neurotic about the way an insect looks — the uglier the more terrifying (hence the classic spider phobia). Overall, men and women alike are most alarmed by wasps and bees (a good selling point for Vapona's newly repackaged Fly & Wasp Killer Aerosol), and are most likely to kill cockroaches, flies, wasps and spiders, in that order.

On a more lighthearted note, the research certainly seemed to indicate that we are a nation of "entomophobics" (insect haters). Nearly a quarter of us suffer from "insect horrors" in bad dreams, and women are as alarmed by a large spider in the bathtub as they are by an escaped snake at the zoo, or a big dipper at the funfair!





# POSTBAG

## Franchise debate continued

Your correspondent Mr Peel, who omits to declare that he is a regional committee member of Unichem and the owner of a chain of managed pharmacies, continues the sterile efforts commenced by his colleague Mr Harris (C&D March 3) to compare AAH's unique pharmacy franchising project with a Unichem alternative which, even Mr Peel appears to agree, is still a figment of Mr Harris's "imagination". There is little wonder, therefore, that he exposes his lack of knowledge on the subject.

Yes, I can confirm that AAH's retail division will continue to include both managed and franchised pharmacies, for the same reasons that Unichem will also find are valid, if they ever get their alternative off the ground.

No, there is no assumption made on the value of a pharmacy in 10 years' time, but if the franchisee can secure a market price that enables him to retire, then that would seem to demonstrate excellent judgment. AAH is not yet retained by Unichem as a franchising consultant, so I'm afraid that further education will only be provided on payment of a fee.

As Mr Peel appears to be so interested in franchising, may I advise him that charity begins at home and suggest that he allows his own managers to become

independent contractors, or is this counter to the novel concept that seems to be emerging, that chains of managed pharmacies are quite acceptable if they belong to Unichem members but, otherwise, are denying opportunities to independents?

Oh, by the way, I also omitted an important fact in my letter of March 10; as AAH have recently acquired shares in Unichem, I now have a particular interest in hearing about the current value of these shares, said to be worth £36 each in 1988. Surely the statement made in "Defending the Future", was not just another figment of Mr Harris's fertile "imagination", designed to defeat the Macarthy bid?

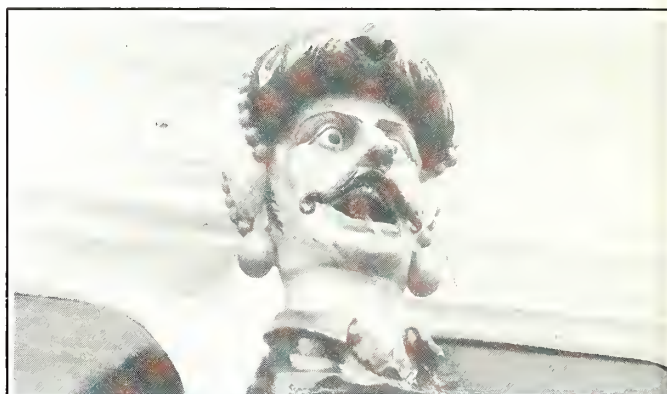
**A.W. Revell**  
Executive director  
AAH Holdings

## Cimetidine — point of fact

Referring to the piece headed "Patent Point" in **Topical Reflections** (March 3): you may be interested to know that cimetidine is not out of patent but is subject to licences of right. This will continue until March 1992, when the patent expires.

**Geraldine Flavell**  
Public relations support manager,  
SmithKline Beecham

**Supradyn multivitamins for children** contain vitamin A. This should have been indicated in the table comparing children's multivitamin brands in last week's *Staying Healthy* supplement.



Pharmacist Michael Foster saw this "grotesque" figure outside the chemist's shop in Gouda, Holland. It is known as a "gaper", and can also be found in museums in Haarlem and Enkhuizen, which both chart its long history. Mr Foster also reports seeing other examples with long, gaping tongues, as if the "patient" were waiting for some form of medication to be given to him

## Pil-Food a Swiss treat for hair and nails

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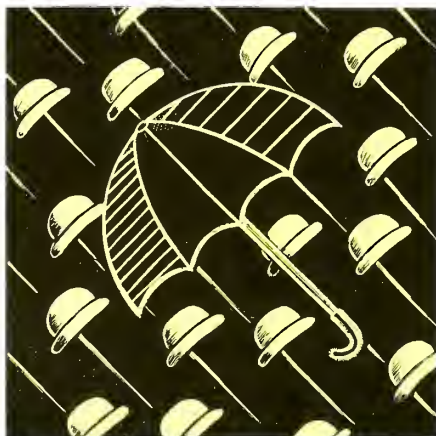




# Personal benefits from pensions plans

With so many companies keen to sell us a pension scheme the choice can become bewildering. Andrew Evans and Amanda Petrucci from accountants Price Waterhouse have put together some tips on what to look for to help independent pharmacists in particular through the pensions maze

There has been so much in the Press in recent months about pensions that most people are now aware that they must do something to



provide for their retirement. However, deciding what is best for you can often be very difficult because there are so many products on the market and each company is trying to sell you their own special pension plan.

The aim of this article is therefore to guide you through the sales talk and give you an idea of what to look out for when you choose a pension, the tax implications and the ways in which you can invest your contributions.

Your main objective in making pension arrangements should be to provide adequate provision for your retirement. The type of pension which best suits your needs will depend very much on your individual circumstances and

## You are the specialist in plasters for sensitive skin



Micropore Dress-it plasters, from the makers of Micropore tape, have a low-allergy adhesive that's specially kind to sensitive skin. Their colour blends more discreetly with the skin. And the Micropore plaster helps healing by allowing your skin to breathe.

Naturally such a plaster will only be sold through Pharmacies. And, 3M Health Care will be supporting sales with high impact national advertising, point-of-sale material and P.R.

As a specialist yourself, you will recognise that Micropore Dress-it plasters represent a major growth area for maximising profit.

Available from selected wholesalers in a choice of packs: Plasters, Assorted, Plaster Strips, all in an Introductory Box. If you experience difficulty in obtaining Micropore Dress-it plasters call 0509 613161.

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3M Health Care Limited  
Loughborough, England



ultimately the choice has to be yours.

The self-employed pension (Retirement Annuity Plan or RAP) which was abolished from July 1, 1988 has effectively been replaced by the personal pension and will be the type of pension which will be most likely to suit owners of independent pharmacy businesses.

Personal pensions are also most appropriate for staff working in pharmacies where there is no company scheme. If employers wish to help their employees provide for retirement they may do this by contributing to the employee's personal pension.

With a personal pension regular contributions are made to an insurance company, bank, building society, etc. The insurance company invests contributions and when you reach retirement your fund is used to buy an annuity which will provide you with a pension. Up to 25 per cent of the fund at retirement can be taken as a tax-free lump sum which some people use to repay their mortgage or business loan. Using your pension to repay a loan will of course reduce the amount of income available in retirement. You can also use part of your contributions to provide life assurance benefits during your working life.

Where an employer wishes to provide a pension for a number of employees a company scheme may be set up. However, because of the degree of company administration required, owners of small businesses often prefer to use personal pensions. However, a company scheme may be worth considering if the business is expanding significantly.

It is worth saying something about the old self-employed pensions (RAPs) which were abolished from July 1, 1988. You might be wondering whether to switch to a new-style personal pension or whether to continue with your existing RAP.

You can of course have both — but remember that the contribution limits (see table) apply to all your pension arrangements together. A RAP can be converted to a personal pension any time and by choosing to continue contributions to an existing RAP you preserve flexibility for the future.

The main advantage of a RAP is that a higher amount of tax-free cash may be available on retirement depending on your age and interest rates at that time. But personal pensions have certain advantages. In particular they are very flexible in that you can take a pension earlier and, for employed people, contributions are paid net of basic rate tax.

The Government is trying to encourage employees to contract out of SERPS (ie the earnings-related part of the State pension) and instead to provide independently for this part of their pension. Personal pensions can be used to contract-out of SERPS.

Whether or not it is in your best interests to contract-out will depend on your sex and your age. For the 1990 tax year you are likely to benefit from contracting out if you are a male aged under 53 or a female aged under 47. The time at which it is right to contract back in to the State scheme varies for each individual and partly depends on your attitude to risk.

If you choose to contract-out, part of your national insurance contributions (NICs) will be

paid by the Government to your personal pension. Until April 5, 1993 the amount of the NI rebate is 5.8 per cent of earnings between the lower and upper limits for NICs (£187 per week and £1,409 per month respectively for 1989/90). In addition the Government will put in a further 2 per cent to your personal pension as an incentive plus a further 0.67 per cent tax relief, a total of 8.47 per cent on these "band earnings".

If you want to obtain the NI rebate and qualify for the 2 per cent incentive for the whole of the 1989/90 tax year you must take out an "appropriate" personal pension (ie one which is contracted-out of SERPS) by April 5, 1990. If you do not take action now you will lose the incentive for the current year.

If you have not yet decided to take out a personal pension, you can still take advantage of the Government's incentive by taking out a "rebate-only" personal pension which is simply a personal pension but only for the purposes of contracting-out.

There is a limit on the level of contributions which you can pay to a personal pension. For 1989/90 these are:

Age on April 6	% of earnings in tax year starting on that date (up to a maximum of £60,000)
35 or less	17.5
36-45	20
46-50	25
51-55	30
56-60	35
61 or more	40

For the self-employed "earnings" are broadly defined as gross income less allowable business expenses.

Tax relief on contributions is given as follows:

- Self-employed: Contributions must be paid gross and you then claim tax relief at your highest rate on your contributions from the Inland Revenue.
- Employee: Contributions are paid net of basic rate tax. Higher rate relief is recovered through the annual tax return. Up to 5 per cent of earnings can be used to provide life cover.
- Contributions by employer: Contributions will be an allowable deduction in computing profits. The employee is not taxed on the contributions as a benefit in kind and no employees' NI is payable; this makes it a tax efficient way of helping employees to provide for their retirement.
- The pension fund also benefits from favourable tax treatment as it grows free of all taxes. Investing in your pension is therefore one of the most tax efficient investments you can make.

Pension contributions can be invested in different ways, each carrying its own degree of risk.

The three main methods of investing contributions are:

- With-profits plan: This is a low risk investment offered by life companies. Although the guaranteed benefits at retirement will be relatively low, bonuses are added at set intervals and once added they cannot be taken away. You may also get a "terminal bonus" which is normally added when the plan matures at your retirement date.

- Unit-linked plans: With a unit-linked plan your contributions are allocated to units whose value is linked to a specific fund of investments. You can choose which type of fund to invest in, for example UK shares, or you can choose a managed fund which is mixed and which spreads your contributions across a range of different investments. These are higher risk but with the potential for higher growth in the long term.

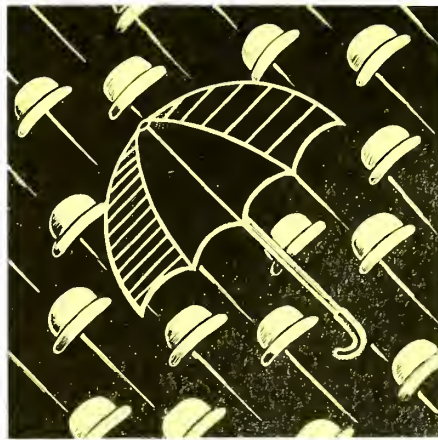
- Unitised with-profits plan: This is a low risk and a relatively new type of investment now offered by insurance companies. It has features of both the above plans.

The costs depend on the type of arrangement you choose. In all policies the heaviest costs are incurred when the policy is first taken out because of the setting-up charges. There is no easily identified charging structure for with-profits policies but the charges and expenses levied by unit trusts and unit-linked plans are quoted in the company's promotional literature, although it is not always clear how much you will actually pay. As a guide, you can expect to pay initial charges of about 5 per cent plus an annual management charge, typically 0.5-1.5 per cent a year of the value of the fund. In some cases a one-off administration charge is also made which is deducted from the first year's premiums.

Most people would probably agree that the State pension is not enough to live on comfortably in retirement. It is therefore very important to provide independently for retirement while you are working. There is an opportunity *now* for those in employment to take out a personal pension plan and contract-out of SERPS backdated to April 6, 1989. You need not contribute anything yourself and you will receive 8.47 per cent of band earnings into your pension plan until 1993. If, however, you want to contribute and are not in a company scheme then you can.

You should be aware that insurance companies will only advise you on their own products and most banks and building societies are tied to a specific insurance company. The place to go for independent advice to set up a pension plan is your accountant, lawyer or an independent pensions/insurance adviser registered under the Financial Services Act.

*The authors are members of the Pensions Advisory Service in the London office of accountants, Price Waterhouse*







SIMPLY THE MOST ADVANCED HAIR CARE

**Schwarzkopf**





Schwarzkopf has seen the way to the future of hair care.

It's called Neutral Line. Advanced technology means the formulations are made up of only those ingredients that are needed to create beautiful natural shine and condition for hair.

The whole range is water and ozone friendly and contains no chemical preservatives.

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We're so confident that this is the hair care range for the 90's, we are investing £3.5 million in a national TV & magazine advertising campaign.

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An attractive dispenser containing  
30 mixed Agfa XRG 35mm colour  
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Retail Value £92.70 (S.R.P.)  
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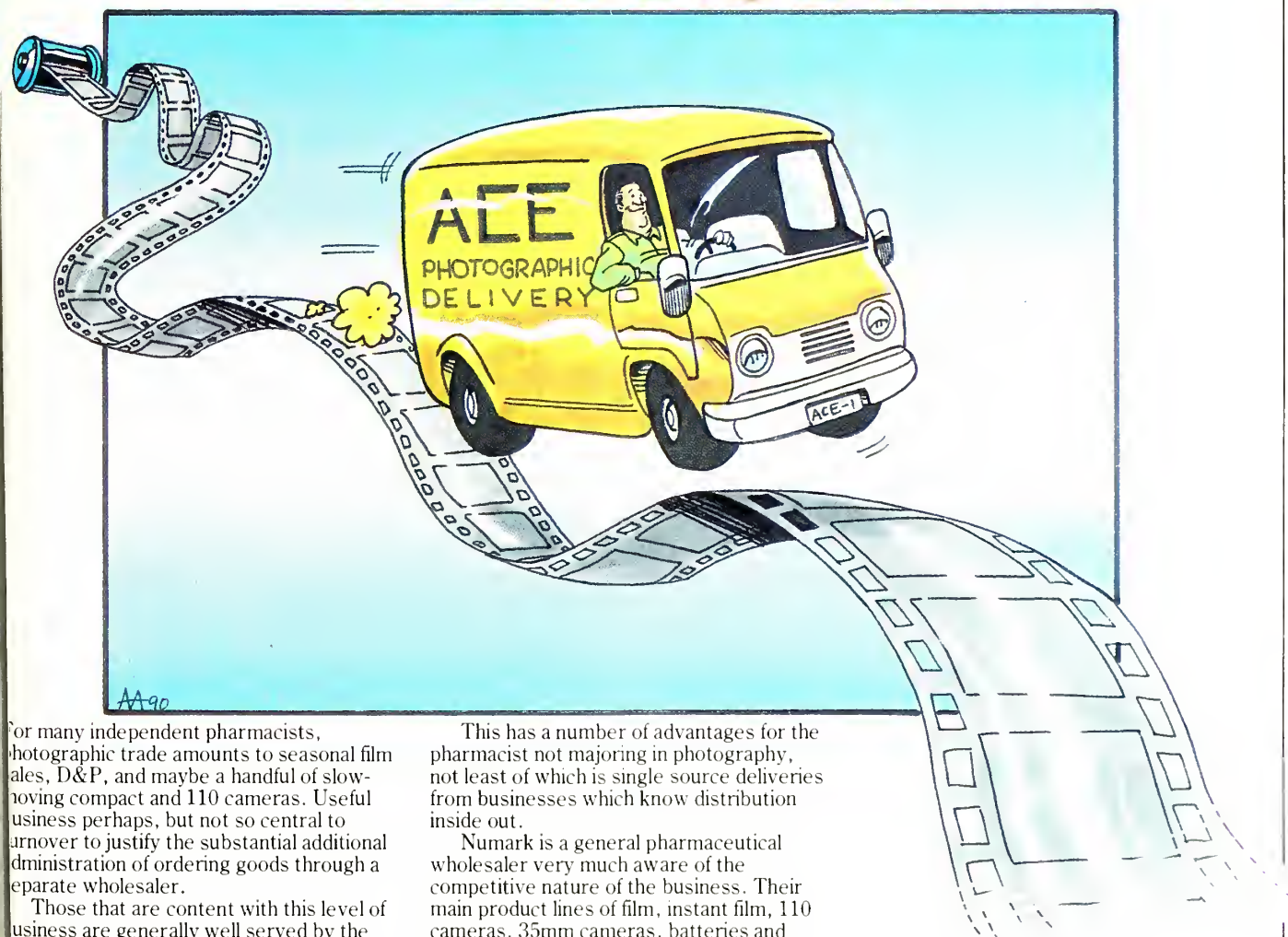
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As the final decade of the century gets underway the photography sector looks strong. Traditionally a good performer even when the economy is weak, the photography market should be good business for pharmacists in the 1990s. We look at the developing services provided by wholesalers, and the choices to be made

# THERE IN A FLASH



For many independent pharmacists, photographic trade amounts to seasonal film sales, D&P, and maybe a handful of slow-moving compact and 110 cameras. Useful business perhaps, but not so central to turnover to justify the substantial additional administration of ordering goods through a separate wholesaler.

Those that are content with this level of business are generally well served by the national pharmaceutical wholesalers, who characteristically offer an adequate, rather than comprehensive variety of stock in this sector.

This has a number of advantages for the pharmacist not majoring in photography, not least of which is single source deliveries from businesses which know distribution inside out.

Numark is a general pharmaceutical wholesaler very much aware of the competitive nature of the business. Their main product lines of film, instant film, 110 cameras, 35mm cameras, batteries and flashes — are backed up by the company's Profitline promotion programme.

The company believes it has identified an opportunity for the pharmacy sector to



build on its traditional photo market base. Major plans are afoot — though all the company is prepared to say at this stage is that it will be combining with several major suppliers of photographic products, and will be launching a new coordinated programme of services tailor made for the sector.

The company also plans to widen its range of photographic merchandise which will be fully supported with promotions.

## AAH 'centre' on cameras

AAH's chosen route to improve the efficiency of its photographic wholesaling has been to concentrate all its major photographic hardware at a camera centre the company established at its Bristol distribution centre before Christmas. The Bristol centre and the three other distribution centres all stock the fast moving lines, such as films and flashes.

The advantages are twofold: AAH have been able to rationalise their stockholdings of cameras as the camera centre allows a more accurate picture of the demand profile, and the new organisation streamlines delivery to retail outlets — to 48 hours maximum, the company maintains.

AAH marketing manager David Watkinson comments: "This concentration of resource has led to a further development of the levels of expertise being applied to the AAH photographic equipment selection, and the new service offers an increased opportunity for community pharmacists to assist those customers who have specialist photographic equipment requirements."



Unichem distribution

Unichem take their photographic business seriously, emphasising competition on service. At the same time it complements the company's main pharmaceutical trade, which for the first time is getting a degree of automation, freeing labour to speed the order picking in other parts of a distribution centre.

The range the company stocks at each of its regional depots is determined by the marketing department, but a line is not dropped because it is slow moving.

Among the offers on photographic products from Unichem this year are a Polaroid promotion, in which pharmacists receive a free car vacuum cleaner when they buy any camera and 15 films or any 25 Polaroid films (SX70, 600 Plus or Image Films).

Kodak cameras are also featured with the Graffiti camera on offer at £1.50 off the normal trade price and S300 camera outfits available with a £3 reduction. The Kodak Fling 35 is also on offer with a ten pack

merchandise at £4 reduction.

For more ambitious retailers who may want to capitalise on the potential of a holiday resort location or who see an opportunity to cater for a more sophisticated amateur demand, the relatively limited stock range held by the major national pharmaceutical wholesalers could arguably prove to be an obstacle to growth. Then the expertise and comprehensive stocking policies of specialist photographic wholesaling comes into its own.

## Sanger's computer control

For many years one of the major national photographic wholesalers has been Sangers. The company stocks over 10,000 items — all well-known brands of photographic products — which are distributed from their centrally located warehouse in Birmingham.

This has been fully computerised both to control stock levels and reduce paperwork. With this administrative resource the company achieves around 600 deliveries a day using its own large fleet of vans.

Sangers philosophy is that the wholesaler and the retailer are a partnership, and they identify their interest with the interest of the retailer. One example of this is stocking levels: photographic equipment is an expensive stock item and can represent a considerable outlay commitment. The company therefore employs its expertise to help minimise stock levels for the retailer, and it is advice of this sort which the pharmacist can get from Sangers national network of specialist salesmen.

## The Swain challenge

From April 1 the industry is going to face a fresh challenge from E.E. Swain Ltd, the Hunstanton based specialist wholesaler.

Very much a family company, Swains have been in the photographic business in one form or another since the late 1920s. Since 1974 it has built up into a national operation (including Northern Ireland). The "last piece in the jigsaw" was slotted into place five years ago, recalls marketing director Alan Comer.

Swains' strategy has been to target the smaller retailer, specifically independent pharmacists who were not already committed to trading with other major photographic wholesalers.

Alan Comer recognises that pharmacists can get "fantastic" service from the pharmaceutical wholesalers. "But there are a growing number of chemists anxious to expand OTC sales who see photography as a traditional chemist market," he says.

Though small outlets are the focus of Swains' growth plan "we are looking for people who have more ambition than having the odd camera to sell," Mr Comer says.

The company has already accumulated 500 chemists' accounts — many of them "non-traditional" accounts by Alan Comer's reckoning — and the belief is that there is still plenty of growth in this sector for the company: "there could be another several hundred who want to be served directly by a photographic wholesaler."

With this market in mind, Swains have put together a total support package for independent pharmacists. "We have been doing research from our existing customer



Swains packing line

base and from this have picked out a supplier from each product sector. We have spoken to various suppliers and now have the support we were looking for."

As a result, Kodak film and batteries, Polaroid film and cameras and Polaroid videotape, and Hanimex 110 and 35mm cameras will all be featured in a series of mailings which are a key feature in Swains' plans to expand their customer base among pharmacists. "Generally, the pharmaceutical wholesaler sees his non-drugs trade as carried on the back of pharmaceuticals, but in most cases photography is simply outside their core business," Alan Comer says.

"By contrast, we can give informed advice if a retailer wants to stock, say, a small compact camera with special features. Cumulatively this sort of business is worthwhile for us but giant pharmaceutical wholesalers would find it a pain."

"Independent chemists have missed out on growth in the photography sector over the years; many wholesalers do not carry a wide range of products and so retailers have not been encouraged to expand this side of the business."

Swains are planning a series of mailings — four across the year — to promote the product lines and explain the service. To follow this up the company intends to send a trained sales representative to help the retailer explore the potential of his business. This will be reinforced by an advertising campaign aimed at raising retailer awareness of Swain's particular specialist role.

Because of the service and expertise they can provide, photographic wholesalers have become important players in the network of the industry; the best of them are out to make the most of this role to the mutual benefit of themselves and their customers.



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# Picturing the market

**With technology and fashion keeping the camera market fluid a report from Harris Research provides a snapshot of current UK taste**

With new products and technical developments continually coming through in the photographic world, one of the tougher decisions for today's pharmacist is what range of cameras he or she ought to be stocking.

The judgment will be affected by local trading conditions; many pharmacists in established holiday resorts and tourist areas will know from experience which are the core products and what the trend in demand has been locally. However, the trouble with this approach can be to err on the side of caution and maybe miss out on a sudden change in consumer taste.

Many pharmacists are limited, practically, to the product range stocked by their preferred wholesalers; in effect the pharmacist is leaving sensitivity to consumer demand to be the responsibility of the wholesaler, and in practice this can be an acceptable enough solution for a busy retailer.

## Welcome information

However, market information must always be welcome, especially if it can throw light on a fickle and style-orientated market such as photography.

Halina and Panasonic cameras distributors J.J. Silber have recently commissioned Harris Research to examine who wants what in the camera world and, if the results are not especially surprising, they are at least reassuring.

## Compacts boom

Compact cameras have brought about a boom in British photography, according to the study, and this is as a direct result of the increasing popularity of 35mm compact cameras.

Compacts were by far the most popular camera among those polled, owned by 42 per cent compared with the 29 per cent who had a single lens reflex. 110 cameras were owned by only 12 per cent of those questioned but were most popular among women — very much the pharmacy customer. Disc cameras would appear to be a minority taste, with barely 4 per cent admitting to ownership.

Rick Robertson, Silber's marketing manager comments: "We expect to see continuing demand for 110 cameras, especially from female consumers as well as the young. These cameras are now popular as fashion accessories since many models, such as Halina's Pix range of 110 cameras, come in a wide range of bright, fun colours."

## Growing sophistication

The report revealed that consumers are looking for more sophistication in compact cameras. When asked what features they would like on their next camera most of those interviewed wanted a zoom lens.

This is information which may well leave



*The dual lens Halina Vision 350*

the "£40 maximum" school of thought in something of a dilemma — compacts with zooms are well outside this price range. For example Silber have been developing their range of zoom compacts; the Panasonic range includes a C-2000, a powerful zoom model with three easily-selected pre-set zoom steps, and the C-900 zoom compact, but they retail at £149.99 and £179.99 respectively. It is probably early days to

assume the trend is going to be for more and more expensive cameras, but if the market does go that way and pharmacists follow it, they may find they suddenly have a lot more money tied up in photographic stock.

A compromise may prove to be cameras like the Halina Vision 350, a dual lens compact which gives the user a choice of wide-angle or normal shooting.

## Female appeal

The report discovered that only about one third of the interviewees bought their cameras at a specialist camera shop, and these were most likely to be men and SLR owners. The remaining two thirds of cameras are bought at a variety of outlets, including chemists, but also department stores and mail order companies. These types of outlet are more likely to appeal to women.

The 110 camera came into its own when the researchers asked people if they bought their own cameras or received them as gifts; two thirds bought their own, but of the third who had been given them, 110 cameras were the most popular, accounting for 45 per cent.

Mr Robertson says: "The results of this report are very encouraging for chemists stocking 35mm compacts. Consumers, especially women, are happier to buy in familiar retail outlets such as chemist shops, rather than high-tech specialist stores which they may often find intimidating."

## Film in focus

**Film is one of the mainstays of the photography business for independent pharmacists, and as formats change so should pharmacists' stocking policies**

For the pharmacist considering his or her film stock policy for the Summer season in the photography trade, marketing information can be a valuable aid. As one of the film industry giants Kodak have an influential voice.

The company notes that in 1989 consumer spending on photography is estimated to have increased by about 10 per cent to £1,150m, making it "larger than the UK toy market."

## Girls on film

Traditionally, even in times of recession and reduced consumer spending, the photographic market has continued to grow even when other photographic activities have not. One thing the company's researchers have noted is that over the past decade the increase in the use of cameras by women has been dramatic. In 1980 only 20 per cent of 35mm cameras were owned by women; by 1988 over half of compact cameras were owned by women.

The volumes of film being purchased has increased steadily too, and Kodak interprets this as a sign that consumers are happier with their pictures and so take more of them. Also, it reflects the fact that photography has become an all year round hobby, and not just an activity for holidays and Christmas. The company views the 110 market as being particularly strong for children as these cameras are the easiest to load, and describes the 110 format as "still popular." They have the Kodak Graffiti and Gemini Winner cameras selling well.

You would expect Kodak to be particularly authoritative on the subject of film; its Kodacolor Gold film outsells all other brands, a feat aided by national and TV advertising and its current "20 per cent off the price of your holiday" offer. The company maintains that merchandising is the key, and argues for placing photography at the front of the store. In film, chemists have a product which, per square foot of selling area, is the second most profitable item next to jewellery."



# Kodak's golden prize could bring £500 shine to your holiday



*Calling all pharmacy staff! Here is your chance to win £500 towards any holiday of your choice, courtesy of Kodak, and to share in the holiday spirit the company is generating through its promotional programme*

Kodak are running a promotion to take Kodacolor GOLD film, the consumer and the retailer into the 90s on a high. Customers purchasing the special twin film packs can get 15 per cent off the price of an ABTA-approved holiday for one adult, when a holiday for two adults is booked. And in the current economic climate, this offer is particularly appealing. Especially as consumers can get a further 5 per cent off with the purchase of a third roll of Kodacolor GOLD film. Up to three sales instead of one for the retailer.

Strong graphics and high quality, high impact point of sale support the promotion. Colourful, giant twin packs of Kodacolor GOLD film, posters, door stickers and trendy T-shirts are on offer.

You can get a discount off an ABTA-approved holiday through purchasing a special twin pack. Alternatively, you can win a £500 holiday cheque by entering your own competition.

## The prizes

First prize is a cheque for £500 for you to put towards any holiday of your choice.

The five runners-up prizes are trendy Kodacolor GOLD film holiday T-shirts (normally only available with the Kodacolor GOLD film holiday promotion stock box).

## The questions

1. Your customer is going on holiday to the beautiful island featured on the special Kodacolor GOLD film holiday merchandise, and they are planning to take mainly scenic shots in bright sunlight.

Kodacolor GOLD film is available in three ISO speeds; which speed would you advise them to use?

Answer: .....

2. Another customer is going to the same island but plans to take lots of action shots of their children playing on the beach. Which speed of Kodacolor GOLD film would you recommend?

Answer: .....

3. How many rolls of Kodacolor GOLD film do customers have to buy to get the maximum holiday saving?

Answer: .....

**Tiebreaker:** Complete the phrase, in no more than 15 words:  
I recommend Kodacolor GOLD film because

.....

.....

Name: .....

Address: .....

.....

.....

.....

## The rules

1. The competition is open to all staff of shops where Kodacolor GOLD film is stocked. The manager or director of the store must sign the entry form.
2. Entrants should return their answers on a postcard to:  
C&D/Kodacolor GOLD film holiday c/o Chemist & Druggist, Benn Publications, Sovereign Way, Tonbridge, Kent TN9 1RW.
3. Entrants must answer all questions and complete the tiebreaker. The winner will be the entrant who answers all the questions correctly and answers the tiebreaker in the best and most original way, in the judges' opinion. Judges will be a representative of C&D, a representative of Kodak and an independent judge.
4. This competition is not open to Kodak or Chemist & Druggist personnel or relatives of Kodak or Chemist & Druggist personnel.
5. No alternatives will be given to the prizes.
6. The judges' decision is final.
7. Kodak and C&D do not accept responsibility for loss or damage to entries.
8. The closing date for the competition is May 1, 1990.
9. Results will be announced during June 1990, and published soon afterwards.
10. Only one entry in this competition is allowed per entrant.



# D&P: at home or away?



The Gretag Master 12 minilab. The Master Check programme helps work out the costs

## Developing and processing minilabs are becoming smaller and more sophisticated to make them more acceptable for the smaller retailer. But the processing houses are updating their service too. What are the options?

Film and D&P sold through pharmacies is a market worth more than £400m annually, according to the Advertising Association (1990 figures) — greater than coughs and cold remedies, toothpaste and deodorants combined. On-site D&P is one way of making the most of this potentially lucrative market, and in-store minilabs have become an increasingly common sight in chemist outlets over the last decade.

The key to success, however, lies with careful planning in the initial stages, including a detailed analysis of the customer base, the costs and staffing implications of installing a minilab, a realistic appraisal of likely demand for the pharmacist's services, and a thorough consideration of all the operating problems that can occur, from paper shortages to power cuts.

### Business programs

At least one processing equipment manufacturer has faced up to this: Swiss processing equipment manufacturer, Gretag, have developed a computer program which produces a picture of the impact of a minilab on individual businesses.

The company's own minilab range includes the Master Scan 96 and Master 12, which combine contemporary scanning and processing technology with, the company believes, ease of operation, reliability and premium quality output.

Hope Industries argue that price is not the important factor in the success of a retail minilab. They point out that the investment is not a cheap one, and that most minilabs are obtained on a lease over three to five years.

One of the early questions the retailer looks at is the volume of business necessary to justify the investment, and historically this is calculated on the break-even level in terms of rolls of film processed per day. However, Hope point out that machines capable of processing enlargements can make higher gross profits in a fraction of the processing time, but that in the past machines which can do this have been cumbersome.

This was the reasoning behind the introduction of the company's model 2000 minilab. As a standard minilab it can process more than 30 rolls an hour; as an enlarger it can produce 450 8 x 10in prints an hour.

### Small is beautiful

Another significant player in the minilab market is Agfa, and while they are confident that minilabs are here to stay they recognise that increased competition and higher shop rents and rates make photo operations in the High Street highly competitive.

Agfa are calculating that the advent of smaller machines could result in new outlets in the minilab market, especially in pharmacies where businesses have been reluctant to take on a minilab because the older machines took up too much space.

Agfa's challenge at this end of the market is with their CLS-13 minilab, a two-box affair, the smaller the film processor the larger the printer/processor unit, which can be comfortably installed in a floor area of only 1.4sq m. The film processor can throughput some 20 135, 36-exposure films in an hour or 48 12-shot 110 films, and the

printer/processor is capable of tackling up to 450 89mm by 127mm prints in an hour from a 135F standard negative.

### Colourcare on growth

However, on-premises processing is not the only option for the hard pressed pharmacist, and many will prefer to deal directly with an established processing laboratory. Colourcare International have been looking at the changes in the market over the past year and considering how the pharmacist can best profit from the Summer peak of camera usage.

Colourcare see the possibility for a growth in demand for additional sets of prints; another possibility is getting more business for photographic enlargements; both stem from the observation that the general public have become increasingly successful photographers with the new generation of 35mm cameras.

Colourcare emphasise the value of point-of-sale material and hold the firm view that the pharmacist's relationship with the D&P supplier needs to be a partnership based on the idea that the more effort the D&P supplier puts into the business the more successful it will be.

### Hedley Taylor investment

Hedley Taylor have widened the service support for their Horizon brand with the installation of their first continuous maxilab facilities in the UK. These are now operating at Reading and Rugby. The company has also introduced six day processing backed by an overnight service to many of its retail customers, and near its processing site it is now offering same day service. At present the company serves a network of 1,500 retailers, including pharmacists, all of whom receive at least one collection and delivery per day.

Sales and marketing director Alan Burgess says: "Photoprocessing is one area where independent retailers can not only match the quality and speed of service of the big multiples, but do so at a lower price. Recent upward movements in photoprocessing prices by the multiples have further strengthened the independent retailers' competitiveness."

However, despite their investment in the future company has been sold, with Nashua acquiring the mail order business and Kodak the wholesale side.

### Photoplus is process paid

Photoplus make the point that aside from providing a profitable service to the customer, providing D&P creates customer loyalty on the photographic side; customers taking a film into a specialist photoprocessing shop or one of the High Street chains are likely to buy their next film from the same source. Alternatively, if customers use a direct mail processor they may be given their next film free.

The company's solution is to provide process paid film, allowing the retailer to make the profit on both the film and the D&P. They make a value for money point as well: "Many customers are paying £2.99 for a film and at least £3.99 for D&P; this compared with the £3.99 for Photoplus film and prints," says managing director Hal Briscoe.



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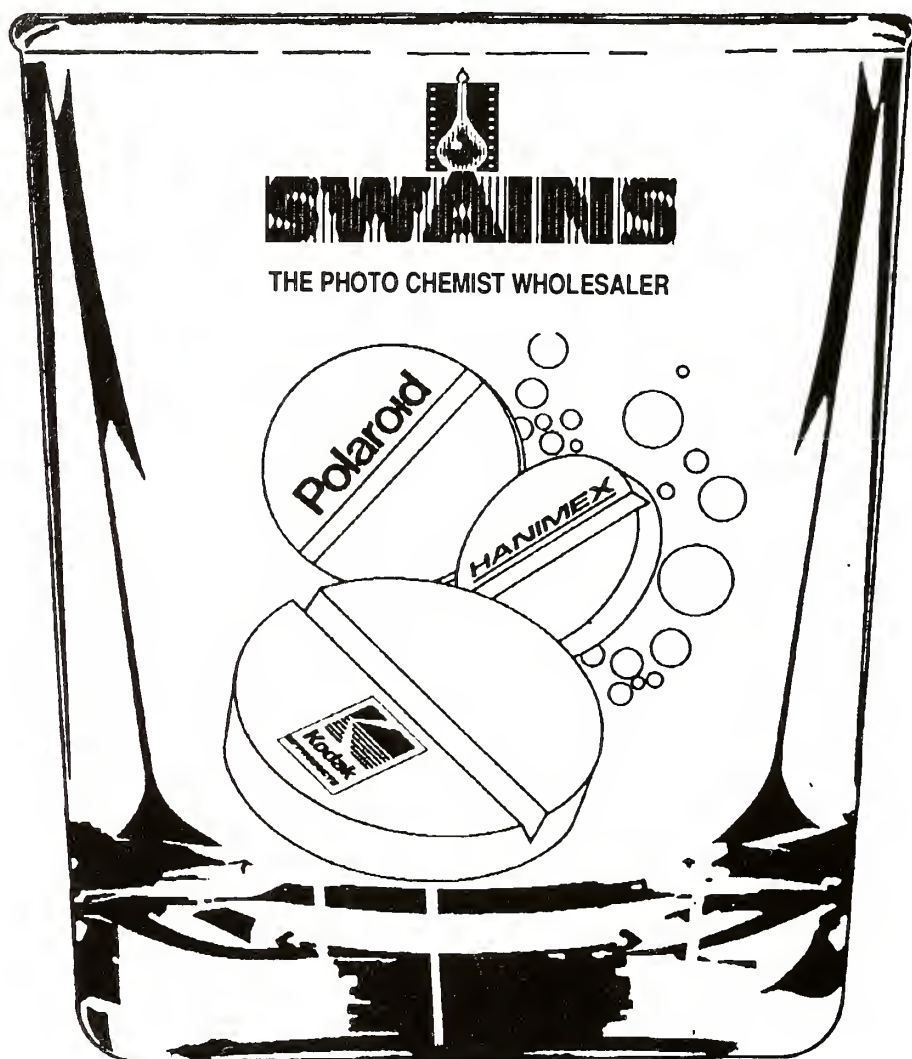
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# Film-in disposable looks a winner

**Chemist & Druggist's camera expert Stanley Bowler, HonFRPS, FBKS, DGPh puts the new Konica disposable through its paces and is surprised by the quality of the results**

This is the latest addition to the disposable cameras of the current trend and is generally simple to handle. The standard C&D tests were carried out with it, treating it as if it was any ordinary model. The point of such tests is to determine whether it takes pictures and, if it does, assess the results from the customer's point-of-view.

A set of outdoor exposures was made mid-February in full sun) with the camera held on to a firm support — this is to avoid effects due to user-malfunction. The subjects were also static, intended to ensure that the results obtained were the best possible.

The results (commercially processed, with a 6 $\frac{3}{8}$ in  $\times$  4 $\frac{3}{8}$ in print size) were quite remarkable — much better than expected. Purists might take exception to the rather deep blue sky tone from the Konica SR-G400 material with which the camera is factory loaded.

For the technically-minded, the film is stored in a compartment at one end of the camera, passes across the exposure aperture (standard 35mm frame of 1 $\times$  36mm) to a normal cassette into which is already threaded for take-up at the opposite end below the serrated umbwheel film advance.

A criticism — probably for reasons of economical production and European distribution — the clear and concise instructions about the use of the camera are in a clutter of four languages, English, German, French and Spanish. For anyone with less than the keenest eyesight a magnifier is necessary.



For display purposes the Film-in is supplied in an attractive pack which could either be hung on a board or offered in a dumper bin. The company's spectrum trade-mark is distinctive.

**Technical Panel: Konica Film-in disposable camera**

<b>Country of origin</b>	Japan
<b>Lens</b>	Pre-focused aspherical plastic lens 35mm f/13.5 fixed focus lens.
<b>Shutter</b>	1/100 sec, leaf type.
<b>Film</b>	Konica SR-G400 colour print film 35mm 24 exp, film loaded at factory.
<b>Subject-to-lens distance</b>	Over 1m.
<b>Features</b>	Extreme simplicity: "throw-away" should encourage impulse buying.
<b>Batteries and accessories</b>	None.
<b>Dimensions</b>	110mm $\times$ 60mm $\times$ 35mm 4 $\frac{3}{8}$ in $\times$ 2 $\frac{3}{8}$ in $\times$ 1 $\frac{3}{8}$ in.
<b>Weight</b>	3oz 85g
<b>Suggested selling price</b>	£5.50. Note: extremely attractive nett trade prices can be quoted.



These studies show the quality of the Film-in lens, but note the deep blue sky



Though the trend in cameras has been weighted towards compacts, new designs have been targeted at specific audiences. *C&D* looks at some of the latest models

# Picking winners

As the camera market becomes more fragmented and manufacturers design and style their new models for closely defined social groups, picking the steady sellers which should be the backbone of any pharmacist's selection becomes increasingly difficult.

Hanimex's new director of product development and purchasing, Barry Wiseman, believes that camera styles will vary every six months or so due to rapid technical and optical advances. Mr Wiseman, who has recently moved to the camera company from the job of chief purchasing director at Dixons, predicts that in the second half of the year several twin lens cameras at under £40 will be on the market, and by the turn of the year zoom compacts at around £50 will appear.

Hanimex are setting out their stall with the launch of their new C-series compact cameras this month. Both aimed at the beginners market, the C1S and C2S will retail at £20 and £26 respectively.

Pentax is gearing up for the Summer season with a major promotion for its top selling autofocus compact camera, the PC303. The company has linked with Hoverspeed to offer two free return day tickets to France on purchase of a PC303. The offer is flashed on the pack and supported by point of sale material.

Designed as a holiday camera, the Pentax PC303 autofocus is small enough to fit in the pocket and, at £64.99, is priced at a level which would interest pharmacists. This matt black camera has been designed for simplicity of operation; a built in flash, infrared autofocus system, automatic film loading and rewinding all make it an easy camera to operate.

However, Pentax made their name with models at the more sophisticated end of the market, so it comes as no surprise to find them launching a new power zoom compact, the Zoom 105 Super. This is scheduled to be available in the shops in May, and the company admits it has advanced even further than previous compacts towards SLR specifications.

## Kodak's Euro cameras

Kodak have recently introduced a range of cameras which look well-suited to the pharmacist outlet; this is the Euro 35 range, designed, says the company, exclusively for the European market.

Two of the stronger selling features are the packaging and the individual styling of the cameras. They come in dome-shaped, clear packages which can either be free standing or hung on racks. The three different models in the range are distinguished by their multi-coloured liveries; the Legend model, for example, has a yellow body with yellow, green and pink controls.

Very much in the same market — also retailing at around £29.95 — is the company's new Kodak 335 compact



*The Euro range from Kodak is colourful and well packaged*



*The Stretch 35 is useful for buildings*

camera, to be available from May. This has been designed as a first 35mm camera and accepts film speeds of ISO 100, 200 and 400 which it loads automatically.

The in-built flash has a manual on-off switch and a light to indicate when the flash is charged and ready for picture-taking. The camera has a sleek, wave-style shape designed to appeal to fashion-conscious consumers.

Kodak produce "off-beat" models too; last year the company launched a Stretch 35, a camera which produces a picture the shape of a letterbox. Kodak commissioned an independent survey to gauge the response to the model, and the results were encouraging. Over 90 per cent said that they liked the panoramic format, and almost 70 per cent were very satisfied with it.

## Konica award

Konica have decided to attack the disposable camera market with their new Film-In model. The details are in *C&D*'s camera test (p465) which it came through with flying colours.

Two recently announced new cameras from Konica are the Zoom 80RC automatic compact, replacing the company's established Zoom 80, and the MT100 a fully automatic compact. The former is a high quality, high cost item retailing at £199.95, but the MT100 retails for £69.95.

Vivitar, perhaps still more universally known for their lenses for SLR cameras,



*The latest Trip camera*

also have a new compact on the market. The company has produced a camera with many of the most up to date features, such as a zoom lens, viewfinder and flash, and motor wind, without allowing the retail price to go through the roof; the Series 1 320Z retails at £119.99.

Olympus, which 20 years ago moved upmarket into the SLR market with its successful OM series, have reacted to market trends by bringing out a new compact at under £40 to join their Trip series. This represents a conscious decision to make a model for the smaller retailer; previously the company's lowest model retailed at £50; "Perhaps too high for non-traditional photographic outlets."

Three new cameras have been introduced by Canon, two with holidaymakers in mind. The New Sureshot and New Sureshot-Date are automatic autofocus models with twin lens focal lengths. Canon's third new camera is the Snappy V, automatic 35mm fixed focus model; it retails at just £49.99.



# PHARMACY update



## Steroids suppress natural killers

Natural killer (NK) cells, white blood cells which destroy tumour and infected cells are believed to form part of the immunological defence against infection, although their precise role in man is unclear. Patients with atopic dermatitis have low blood levels of NK cells but it is unknown whether this is due to the disease or its treatment with topical steroids.

Healthy volunteers applied of 5g 0.1 per cent betamethasone alerate ointment nightly over one week. A 25 per cent decrease in NK cell activity resulted which persisted for two weeks after withdrawal of the ointment, possibly because of the reservoir effect of the stratum corneum. Administration of the base alone had no effect. Serum concentrations of betamethasone and cortisol showed that systemic steroid absorption was negligible.

Patients with atopic dermatitis apply larger quantities of topical steroids than used above. The affected skin also enhances systemic absorption. It is likely that the effects of topical steroids on NK cells are even greater in chronic use in patients than in volunteers; more work is needed. *Clinical and Experimental Allergy* 1989; 19:633-6

## Sublingual salbutamol beats inhaler?

Sublingual administration of drugs offers rapid absorption and avoids presystemic metabolism by the liver which this should lead to more predictable blood concentrations and prompt relief. Although salbutamol inhalers provide rapid relief in asthma, many people experience difficulty using them. Sublingual administration of a tablet could be more convenient.

The effects of sublingual salbutamol were compared with oral administration and an inhaler in seven patients with asthma. Over six hours, each route produced significant improvements in airways responses. There were no significant differences between the oral and sublingual routes, both achieving a maximum response after two to four hours. By contrast, inhaled salbutamol

produced significantly greater improvements with a maximal effect within one or two hours.

Whereas inhaled salbutamol caused no adverse effects, both the oral and sublingual routes induced tremor. In addition, oral administration produced a small increase in heart rate and slight hypokalaemia.

The time to peak blood concentration was delayed after sublingual administration otherwise pharmacokinetics were similar. Thus it appears that sublingual absorption of salbutamol is minimal — any effects are probably due to absorption after swallowing the drug. The inhaler therefore remains the best alternative for a rapid onset of activity with least adverse effects.

*European Journal of Clinical Pharmacology* 1989; 37: 567-71



## Ulcer wars

A battle of supremacy in ulcer therapy, similar to that fought over cimetidine and ranitidine, is now being fought with the proton pump inhibitor omeprazole. A recent study found no difference between ranitidine and omeprazole in healing ulcers resistant to a short course of H2 antagonist. Now, a larger trial has found that omeprazole may act more quickly, although it does not address long-term outcome.

Two hundred and forty-eight patients with duodenal ulcer received omeprazole 20mg daily or ranitidine 300mg nightly in this double-blind study. After two weeks, the ulcer had healed in 79 per cent of patients on omeprazole compared with 61 per cent on ranitidine. After four weeks, the rates were 90 per cent and 81 per cent, respectively. Omeprazole more effective in smokers and in patients with large ulcers.

Symptom relief was achieved in three-quarters of patients with omeprazole after two weeks compared with 59 per cent with ranitidine. Pain was more evident during the day and antacid consumption higher with ranitidine. However, differences were not significant after four weeks.

The authors claimed an 18 per cent "therapeutic gain" — the difference between the healing rates at two weeks — with omeprazole, which declined at four weeks to 11 per cent. This short-term gain is achieved at a price. A month's treatment with omeprazole costs £36. 40 per cent more than ranitidine. *Gastroenterology* 1990; 98:278-83

## Children abusing anabolic steroids

The extent of the use of anabolic steroids in professional and amateur sports is now being recognised. However, little attention has been paid to how this aspect of drug abuse has been taken up by school children. Now, a survey of over 2,000 children in the United States has found that 5.5 per cent of those active in sports use anabolic steroids. Approximately two-thirds were male.

Steroid abuse was commonest in wrestling, football and baseball. Of the regular users, a third received their supplies from physicians and a quarter were supplied by the team coach. Information about anabolic steroids came from television, magazines and personal contacts — one in seven knew someone who was using steroids. Most

students believed that steroids would increase their strength or speed.

Surprisingly, over 2 per cent of children who did not participate in sports also took these drugs, apparently to improve their physical appearance. Of the whole group, less than half were aware of the health risks posed by anabolic steroids and one in ten said they would use steroids to help them win a college sports scholarship.

This survey reveals a small scale but established abuse of drugs in sports among American schoolchildren. The anabolic steroid problem among professionals was also publicised first in the USA — what are the implications for British schools? *American Journal of Diseases of Children* 1990; 144:99-103



## Beware of toxicity of antimalarials

Malaria is becoming more common in Britain. Approximately 2,000 cases are now reported each year, predominantly among settled immigrants returning from visits to their country of origin. The need for adequate prophylaxis is now recognised but the risks of antimalarial drugs are often ignored.

In the past five years, the use of three drugs — pyrimethamine-sulphadoxine (Fansidar), pyrimethamine-dapsone (Maloprim) and amodiaquine — has been curtailed because of an unacceptably high incidence of adverse effects. The scale of the problem has now been estimated from yellow card reports. Forty-one adverse reactions have been reported with Fansidar, of which half were severe, including Stevens-Johnson syndrome, hepatitis and blood dyscrasias. Half of the severe cutaneous reactions proved fatal, yet the average dose ingested was only four tablets. The overall adverse reactions rate was 1 in 2,100 prescriptions, with deaths occurring in 1 in 11,100.

Fifty per cent of the reactions associated with Maloprim also proved fatal, the biggest cause

being blood dyscrasias. Most patients had taken one tablet weekly or less — lower than the recommended dose — for an average of four weeks. White blood cell disorders tended to be slower in onset and to affect people over 50 years old. The rate of adverse reactions was 1 in 9,100 and the fatality rate was 1 in 60,200 prescriptions.

Amodiaquine was the only non-prescription drug studied. Twenty-two adverse reactions were reported, 19 of which were serious and two fatal. Blood dyscrasias were again the commonest reaction and accounted for both deaths. On the basis of manufacturer's sales figures, the rate of adverse reactions to amodiaquine is 1 in 1,700 users, with a fatality rate of 1 in 15,650.

These figures reveal a significant risk of toxicity even at the very low doses used for prophylaxis. They probably underestimate the true risk because of the problem of under-reporting of yellow cards — it is estimated that only 10 per cent of adverse reactions are reported. In more than a third of the cases, the drug had been unnecessary because there was no exposure to

chloroquine-resistant malaria. It is therefore important that the selection of prophylaxis should be appropriate to the risk of infection, according to recent guidelines.

In comparison, the adverse effects of proguanil and chloroquine are minor but they may significantly affect compliance — failure to adhere to the dose regimen is a major risk factor for contracting malaria. Mild gastrointestinal intolerance is the commonest problem with proguanil but recent research shows that mouth ulcers are also

frequent, especially when the drug is combined with chloroquine. A survey of 600 servicemen found that a quarter suffered mouth ulcers while taking proguanil alone compared with 37 per cent who were taking the combination. The prevalence of ulcers increased with the duration of drug use, from 23 per cent after one month to 34 per cent at three months, and their occurrence was significantly associated with diarrhoea.

*Royal Society of Medicine* 1990;83:82-5  
*Lancet* 1990;i:164

## Benzodiazepines linked to BP fall

The elderly constitute the largest group of benzodiazepine users and these drugs have been linked with increased incidence of falls and hip fracture. This may be due to the effects of ataxia on balance or gait but benzodiazepines may also exacerbate orthostatic hypotension by impairing cardiovascular reflexes.

Now, a study in 12 healthy elderly patients has demonstrated that single 15mg and 30mg doses of temazepam decrease standing systolic pressure by 7-10mmHg and produce a compensatory tachycardia. In addition, temazepam increased the drop in blood pressure which is associated

with standing after lying down. In both cases, the effects on blood pressure persisted for four hours and occurred during the day and during sleep.

These changes are relatively small and for most elderly patients they will not be clinically significant. However, there is substantial variation between individuals and the frail elderly and those taking antihypertensive drugs are likely to be more susceptible. Longer-acting benzodiazepines, such as nitrazepam, may produce more marked effects.

*British Journal of Clinical Pharmacology* 1990; 29:61-7

## Putting a price on life

There is increasingly an emphasis on the cost-effectiveness of treatment, especially in the case of mild to moderate hypertension where the long term benefits are potentially large but the immediate gains are less tangible.

Cost-effectiveness of standard antihypertensive agents has been estimated using a computer model based on forecasts of heart and kidney disease — both complications of hypertension — and death rates in the USA. Benefits of drug treatment were estimated from analysis of published clinical trials. In terms of prolonging life, propranolol was the most effective antihypertensive agent, followed by nifedipine, prazosin, captopril and hydrochlorothiazide. The cost of saving each year of life by treating hypertension was estimated at \$11,000 for propranolol and, \$16,000 for hydrochlorothiazide. Atenolol cost \$21,000, nifedipine \$32,000, prazosin \$62,000 and captopril \$72,000.

Rank order is unchanged by

considering only the risks for smokers, or the adverse effects of thiazides and the beneficial effects of prazosin on serum cholesterol concentrations. Allowing for differences in quality of life — an important advantage of captopril over propranolol — does not alter the findings. Assuming a 1 per cent difference, the cost per quality adjusted life-year (QALY) is \$33,000 for propranolol and \$107,000 for captopril. In fact, if the quality of life was reduced by only 2pc overall, there would be no net gain in QALYs by treating mild to moderate hypertension because the increase in adverse effects would outweigh any improvement in life expectancy.

This analysis shows that the economic effects of preserving quality of life are small compared with those of preserving life itself. But, the authors argue, what is good for a large population is not necessarily best for an individual and treatment should still be adjusted according to needs.

*Journal of the American Medical Association* 1990; 263:407-13

## Radical threat to diabetics

The pathological role of free radicals is becoming evident in many chronic diseases.

In non-insulin dependent diabetes, these highly reactive entities have been implicated in causing vascular complications. Normally, free radical activity is prevented by protective enzymes such as superoxide dismutase and glutathione. But a study of 22 patients with diabetes has found that, compared with healthy controls, the levels of these scavenger enzymes are significantly reduced.

In non-diabetic patients, free radicals have been linked with atherosclerosis and myocardial ischaemia. Ischaemic heart disease occurs earlier and more severely in people with diabetes,

consistent with greater free radical activity.

In this study, none of the subjects had vascular disease, suggesting that increases in free radical activity contributes to, rather than results from, vascular damage. Why diabetes should predispose to free radical damage is uncertain. Changes in cellular metabolic activity, particularly of aldose reductase, may be important.

*Diabetic Medicine* 1990; 7:27-30

*Research Digest*, (formerly *Topics in treatment*) is a regular series written by drug information specialist Steve Chaplin MPS, looking at current developments in medicine



# Oooh-Aaah-Cooo...



...and that's just what mums think  
of the new packs.

From now on, babies won't be the only ones crying out for our bottles.

Research has proved that their mothers will find the innovative new packaging for Cannon Babysafe and AVENT irresistible too.

As well as the beautiful new baby on the packs, we've added a 'new baby' to our AVENT range. A 4oz feeding bottle to be precise, with all the unique characteristics of the "grown up" AVENT bottle.

Naturally, demand for our new arrival – and all the other new look packs – will be enormous. Which means that increasing your sales and your profits will be child's play.

So if you'd like to empty your shelves and fill your till, place your order with us today.

## Cannon Babysafe™



# Easing the sickness of cancer

Cancer is distressing and cytotoxic drugs used to treat it may produce unpleasant side effects. Glaxo's new anti-emetic, the first of a new generation of 5-HT compounds, aims to "take the sickness out of cancer therapy".

Most cytotoxics used in chemotherapy of malignant diseases cause the unpleasant side effects of severe vomiting and nausea. Platinum-containing drugs are the worst offenders but commonly used agents like doxorubicin and cyclophosphamide can also induce emesis.

Radiotherapy invariably induces emesis and it is probable that vomiting is an ecological mechanism to protect from the ingestion of noxious substances.

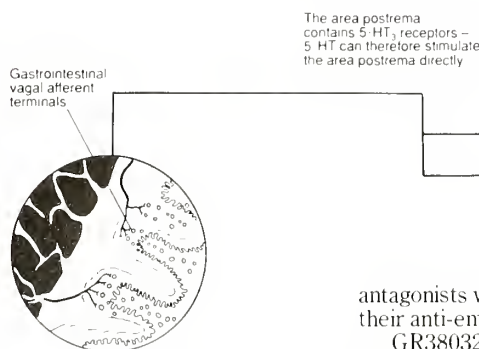
## CTZ and vomiting

For some time it had been thought that cytotoxics induce emesis by damaging the lining of the gut but it is now known that a chemoreceptor trigger zone (CTZ) exists in the area postrema of the brain. The CTZ receives



inhibits these effects and also centrally mediated vomiting controlled by the CTZ.

Zofran comes as an intravenous injection and tablets (see p432). The drug is well absorbed after oral administration and peak plasma levels are attained within two hours. Clinical trials have shown Zofran to be effective against most types of cancer therapies. Comparative trials have shown superior efficacy to high-dose metoclopramide. Side effects appear to be limited to constipation and headache. The drug has been welcomed by experts as "a major step forward



information from the blood and possibly from the intestine via stimuli from vagal nerves. The vomiting centre located in the brainstem, co-ordinates reception of emetic stimuli and the following responses:

- Gastric stasis (causes nausea)?
- Retroperistalsis moves gut contents to stomach
- Increased salivation; pallor and sweating
- Rhythmic retching
- Vomiting achieved not by the gut, but by respiratory and abdominal muscles.

## Central role of 5HT

The dopamine antagonist, metoclopramide, has long been the mainstay of anti-emetic therapy. But its use has been limited by the incidence of extrapyramidal side effects (EPSE), especially seen with high doses. In 1984 it was discovered that high doses of metoclopramide also antagonise the 5-hydroxytryptamine (5HT<sub>2</sub>) receptor and specific 5HT<sub>3</sub>

antagonists were investigated for their anti-emetic potential.

GR38032F or ondansetron was first synthesised by Glaxo in 1983 and is the first of a new group of 5HT<sub>3</sub> antagonists to be licensed.

### Other possible applications of 5HT<sub>3</sub> antagonists

- Migraine
- Schizophrenia
- Anxiety
- Drug abuse

## Ondansetron

Ondansetron is a potent and highly selective 5HT<sub>3</sub>-receptor antagonist. Studies show that the drug blocks 5HT<sub>3</sub>-receptors in the gut as well as in the CTZ. Large amounts of 5HT are stored in enterochromaffin cells in the gastro-intestinal tract.

Cytotoxic drugs are believed to stimulate 5-HT release from these cells and lead to increased mucosal levels in the ileum. The 5HT then stimulates 5HT<sub>3</sub>-receptors on vagal afferents which trigger off the vomiting reflex. Ondansetron

### Other anti-emetics used with chemotherapy

#### Butyrophenones

Haloperidol

Droperidol

#### Substituted butyrophenones

Domperidone

#### Phenothiazines

Prochlorperazine

#### Benzodiazepines

Chlorpromazine

#### Steroids

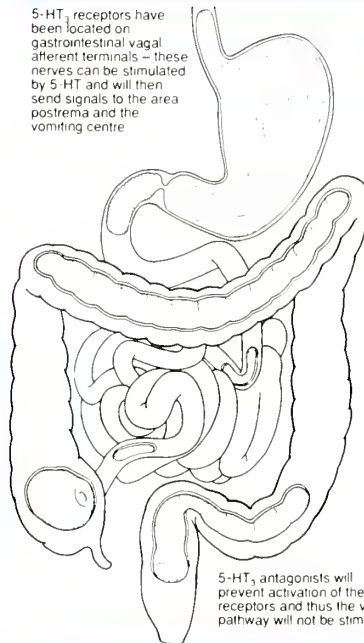
Lorazepam

Dexamethasone

Methylprednisolone

Nabilone

5-HT<sub>3</sub> receptors have been located on gastrointestinal vagal afferent terminals - these nerves can be stimulated by 5-HT and will then send signals to the area postrema and the vomiting centre



5-HT<sub>3</sub> antagonists will prevent activation of the 5-HT<sub>3</sub> receptors and thus the vomiting pathway will not be stimulated

in the treatment of cancer patients".

Said Professor John Smyth, Western General Hospital Edinburgh at the launch of Zofran in London last week: "Emesis and particularly nausea are the commonest problems in treating people with cancer. In many people it goes on for several days after treatment and can have a profound influence on the quality of life affecting between 80-90 per cent of patients. Some are so badly affected by emesis that they refuse to undergo further courses of chemotherapy even though it impairs their chances of survival."

## Ubiquitous serotonin

For over a hundred years it has been known that the serum of coagulated blood contains a substance capable of constricting blood vessels. The most powerful vasoconstrictor known, serotonin, was identified as 5-hydroxytryptamine. This ubiquitous chemical has a dual action, being both neurotransmitter and hormone. It can even have opposing effects on the same organ. These varying effects are mediated via a number of different receptors. The main types are 5HT<sub>1</sub>, 5HT<sub>2</sub>, and 5HT<sub>3</sub>, which are further designated A,B,C,D, according to effects mediated by stimulation. Selective blockade or stimulation has led to a new group of therapeutic agents.



# PR is everybody's business

**Parallel imports and poor standards of presentation and practice in community pharmacy were heavily criticised last weekend by National Pharmaceutical Association director Tim Astill who said that high standards are vital if pharmacists are to be recognised as professionals**

Mr Astill's presentation on public relations, to delegates at the NPA's regional conference near Consett, Northumberland, first covered the Association's strategy on behalf of pharmacists to persuade the public to ask their pharmacist.

He then concentrated on what pharmacists could and should do to help themselves.

No amount of spending on public relations exercises extolling the virtues of pharmacists will persuade members of the general public that pharmacists are any different, never mind better, than the evidence of their own eyes, Mr Astill said. If someone's local pharmacy is a mess — paint

pharmacists received in January.

Mr Astill admitted that on Sunday morning the last thing he wanted was to give a sermon. But as it was Sunday he had decided to give himself just a little latitude.

"Standards of presentation in the pharmacy and standards of pharmaceutical practice on the ground are absolutely vital if the profession is to be regarded as a profession by members of the general public", he said. But when patients receive bottles of generics of mixed appearance, as has been claimed by some GPs, that's going to raise questions in patients' minds and will not do pharmacy's image a lot of good. Surely it's worth a little extra cost to avoid that sort of situation, Mr Astill suggested.

## Abomination

"Perhaps I'm spitting into the wind if I say that a current pharmaceutical abomination is parallel imports and the way they are presented. Few things can upset a patient more, or undermine their confidence in a medicine, than giving them something that is manifestly of foreign origin; that has on it instructions and precautionary warnings that are unintelligible because they are in a foreign language and that is overlabelled with a rather tatty type-written label bearing the name of a medicine other than the one applied by the manufacturer.



Tim Astill: Standards vital

"I understand perfectly clearly all the financial pressures that exist. I understand that those pressures stem from a government which has steadily reduced the gross margin on NHS dispensing from something that is acceptable and workable to something that now leaves very little for luxuries like avoiding parallel imports. But we have bitten it off and if there is a discount in the scale applicable to parallel imports then it's there because they are being used."

Moving to presentation of pharmacy premises Mr Astill confessed that windows were a "bee that had been buzzing around in his bonnet" for some time.

First, he found it a nonsense that the NPA has had to spend £100,000 of its members' money already this year on a poster site campaign in bus shelters when the Association has 10,000 sites up and down the country in the shape of pharmacy windows.

In France, for example, pharmacists are paid for space in their windows and a central organisation co-ordinates the displays.

## Window power

Mr Astill hopes the NPA will be able to work out a way of harnessing its members' window power and invited anyone who had good ideas on how that might be done to submit them.

He then showed some slides of various shop fronts to illustrate that some are so cluttered with stickers on the doors and windows and too much stock displayed that they are uninviting and almost say "I dare you to come in here".

Pharmacists must realise the potential value of their shop window and use it to best advantage, Mr Astill said. "More people will pass a pharmacy on a Saturday than read the local newspaper".

Using their window wisely pharmacists can advertise for free.

"What the window has to do is to say something positive. Not 'we've got a mish mash'. You don't have to put in the window one of everything you stock. The window doesn't have to say 'this window isn't really a window it's an overflow stock room because we couldn't think of anything else to do with the merchandise'. It doesn't have to say that 'we are so busy dispensing prescriptions that we can't be bothered to make sure the showcards are up to date, remove the faded ones, dust the shelves and remove the cobwebs'."

"What it has to say is that 'this is the kind of merchandise that you can expect in this pharmacy'."

"So the first thing is to decide what message you want your windows to convey."

The exception to the don't-put-one-of-everything-in-the-window rule is the ironmonger and tool merchants, Mr Astill explained. For some unknown reason ironmongers' windows always have people looking into them.



Ray Todd gives his views on windows over the page

peeling off the shop front, a window that is manifestly addressed and has been so for the last year, has a cracked doorstep, worn linoleum, a floor littered with goods that are waiting to be put on shelves that have not been dusted and a pharmacist that emerges from the dispensary in carpet slippers and a moth-eaten cardigan — that is the image of pharmacy that person will have and no amount of persuasion will make them think that the reality is otherwise.

Mr Astill maintained that it is up to every community pharmacist to ensure that they are living up to the claims that they are making and the wishes expressed so eloquently by the Royal Pharmaceutical Society president's letter that

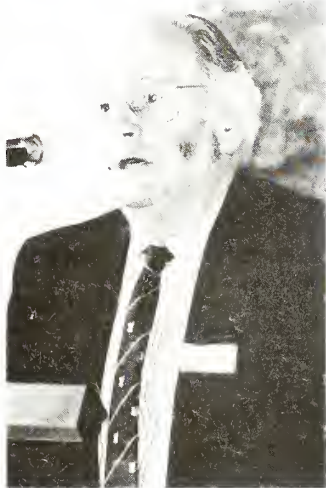


Window with a message. Mr Astill found this window had a positive message: "We are a cosmetic pharmacy, we care because we care about the way this display goes on. The chances are that in here you are going to find people who have been trained to advise you about cosmetics, about skin care, about sunpreps, about whatever the display happens to be"





*Dr Gordon Geddes: Get to know the Drug Tariff*



*NPA chairman Roy Jones chaired the one-day conference which was attended by 90 pharmacists — the maximum the venue could cope with*

## Open window policy on planning

Ray Todd, head of the NPA's pharmacy planning department, enlarged on Mr Astill's pleas about pharmacy windows.

The trend is to open windows up so people can see right into the shop, Mr Todd explained. At the same time because people are usually walking along the street towards a pharmacy, approaching from the side as it were, the first thing to catch a customer's eye is

usually the edge of a window, so a display up one or both sides of the window can be very effective. If it is felt necessary, a low level display can be put along the bottom of the window so it is still possible to see right into the shop.

C&D reported more fully, Mr Todd's thoughts last November when he spoke at the NPA's North West regional conference (C&D November 25, p888).

## Use Drug Tariff to avoid losses

The Pharmaceutical Services Negotiating Committee assistant secretary, Dr Gordon Geddes, emphasised the importance of using the Drug Tariff to avoid losing money.

He went through a list of reasons why pharmacists lost money when dispensing prescriptions. For example, nothing is paid for dispensing a blacklisted item. Fundamental perhaps but there are still 3,000 such items dispensed each month. And to add insult to financial injury dispensing a blacklisted item may incur a breach of terms of service

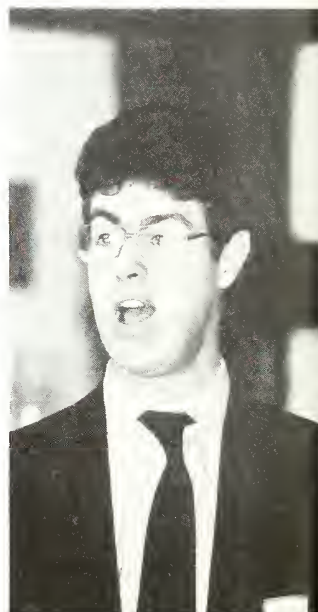
warning letter from the FPC.

Dr Geddes went through some of the common mistakes which resulted in pharmacists losing money on dispensed prescriptions including: disallowed endorsements; missing claims such as broken bulk, additional fees and out of pocket expenses, and incorrect prescription charges.

He encouraged pharmacists to keep medication records and to become eligible for residential home fees. The amounts paid now may be small, he said, but he was hopeful they would improve.



*During question time the burning issue of pay negotiations between PSNC and the Government was raised. PSNC local representative Allen Tweedie was on hand to bring delegates up to date following the latest PSNC meeting (see News p428)*



*A plea to make good use of accountants came from Finnies partner, Patrick Stevens, who had spoken at a previous NPA regional conference. Pharmacists should realise that accountants can offer a range of services, they do not just balance the books at the end of the year, he said. And if they were not getting what they needed from their accountant, pharmacists should change to a firm that could offer them what they wanted*



*Although there is no evidence to show consultation areas in pharmacies increase turnover two members of the question time panel — Ray Todd and Tim Astill — believed they have their advantages. Whether they are a simple quiet corner or more elaborate separate room complete with examination couch, as Mr Todd had seen in one pharmacy, they make a good impression, and if installed the financial rewards would likely follow*

*Last Sunday's regional conference was sponsored by Evans Medical. The NPA says it has others in the pipeline including one in Sheffield, probably to be held in June, and another in the North West of England, likely to take place in November*



# BUSINESS NEWS

## Savory & Moore back in London

Macarthy plc have announced the purchase by Savory & Moore of Edmunds Pharmacy, Fulham, for an estimated consideration of £750,000.

Of this, £690,000 will be satisfied by the allotment of ordinary shares of 20p each in Macarthy plc which will be placed on behalf of David Charvonia plc, the vendor, on March 30, the date of completion. The balance, which will be settled in cash, is payable on finalisation of the stock valuation.

This brings the total number of Savory & Moore pharmacies to 78. Commenting on the acquisition, Mr Cameron Scott, the managing director of Macarthy's retail division, said the acquisition signalled the re-entry of Savory & Moore into the greater London metropolitan area.

## Credit card Orders

Corporate Affairs Minister John Gummer is to implement the Monopolies and Mergers Commission's recommendation to bring to an end the "no discrimination" rule under which traders are required to charge the same price for purchases made with credit cards as those paid for by cash or other means.

The Secretary of State announced last December that credit card companies will have to provide the Director General of Fair Trading with information on their charges to retailers. The Minister said last week, "We are now considering representations made to us before initiating the statutory consultation procedure preliminary to the enactment of an order". No decision has been taken on when the Order will come into effect.

## Another record year for BCA

The Bradford Chemist Alliance has had another record year with turnover at £31.39m up 11.96 per cent. With competition in pharmaceutical wholesaling as fierce as ever, the increase was described by chairman Bruce Moss as "very satisfactory" at last week's annual meeting.

Profits before tax reached a record £488,909 which together with settlement discount (£2.24m) and discount on containers and dressings (£46,489) gave a total of £2.287m. This increase of £186,522 (8.8 per cent) has been distributed to shareholders. A dividend of 117.5 per cent after tax is to be paid on each £2 share (up 10 per cent), and £109,458 is to be retained to increase financial stability and

revalue shares at £23.50.

The company's settlement terms were reviewed in January and Mr Moss now claims they are the most competitive in the industry. The top rate of 10.5 per cent is the highest the company has ever given.

The rights issue during the year was 93.7 per cent subscribed at the first call to raise £283,616. Four senior managers at BCA have been allowed to purchase shares in their company, a move Mr Moss said was long overdue. Eighteen new shareholders joined the company last year, involving 8 per cent of share capital.

The OTC side, together with the Numark operation, now amounts to 19 per cent of the company's business.

**Body Mode**, the cosmetic manufacturer and filler, have received a six figure sum in equity and loan capital from venture capital group 3i to help finance their move from Uxbridge to larger premises in Coker Stream

Road, Alton. Body Mode was set up in July 1987 by husband and wife team Glyn and Heidi Merriman. It is a product development and manufacturing company offering services from initial design to manufacturing.



Derbyshire MP Edwina Currie opened the new reception area at Daniels Pharmaceutical and toured the Numark wholesaling operations, chatting to Rene Brundish (centre) who had one of the packaging ideas adopted by the company. Also pictured are David Bower, management services manager (left) and sales manager Frank Worrall, who is seen chatting to North Derby MP Greg Knight

## A new deal from BDC

April 2 sees the launch of BDC Independents, formally Lightning Electrical Distributors, a division of the Bridisco Group dedicated to independent electrical retailers.

Divisional director, Lindsay Tait says the company will provide a level of support and service not seen hitherto in the electrical distribution industry, but warns the industry itself has to recognise that changes are needed.

BDC Independents will be providing a nationwide service based on a regional branch network augmented by field sales and telesales teams. A series of regular product promotions designed for the independent and involving top manufacturers are planned. A new, bi-monthly newsletter, with market information and special offers, is to be launched.

## Shopfit lease scheme

A new leasing service has been set up by Abbott Products to help retailers to carry out a shop refit or buy new display equipment without incurring large up-front capital expenditure.

Leasing is now available on all Abbott's store equipment.

Display units costing from £150 each, for example, can be leased for around £1 each per week, subject to a minimum order for leasing of £500.

With the recent price reductions of up to 25 per cent on Abbott's Pegwall slatted wall display system, following a substantial increase in manufacturing capacity, the company claims the leasing service brings a partial or complete shop refit within easy reach of most retailers.

Catalogues and price lists are available from Abbott Products Ltd, The Maltings Industrial Estate, Southminster, Essex CMO 7EQ (tel 0621 773833).



# 'Budget for savers' offers some help to small businesses

A budget for savers which was taking no risks with inflation was how Chancellor John Major summed up his budget speech on Tuesday. Government economic policy had two aims, he said — to bring down inflation and to allow the country to take advantage of the opportunities of the 1990s. He made it clear from the outset that interest rates would not be coming down in the short term.

There is clear evidence demand is slowing. High Street spending is only 2 per cent up on a year ago. Import growth has been sharply reduced. The Chancellor expected the economy to grow by only 1 per cent in 1990. The size of the slow down reflects the downward pressure on inflation. Growth should return in 1991 to a sustainable rate of 2.75 per cent, he predicted.

A significant fall in inflation is still some months away and it will rise before it falls. The largest single factor is the increase of £5,000m in local authority revenue spending next year. This will add 1 per cent to the retail price index next month. RPI inflation is expected to be over 7 per cent by the fourth quarter of 1990 (compared to the 5.75 per cent earlier predicted) but is expected to fall below 5 per cent during 1991, said Mr Major.

He ruled out credit controls as an alternative to interest rates in controlling money supply.

## VAT changes

The Chancellor announced a number of VAT changes to help small and medium sized companies. At present traders pay value added tax on all sales, even if customers do not pay the bill. They can only claim VAT relief for a bad debt when the debtor has been declared formally insolvent. The trader can often be out of pocket for large sums for long periods. From April next year all bad debts which are two years old and written off in the trader's accounts will qualify for relief from value added tax.

The rules for smaller traders who have to register for VAT are also being simplified. Whether or not traders are currently required to register depends on quarterly and annual turnover thresholds, which have to be estimated prospectively. As from Tuesday registration will depend on turnover in the preceding 12 months. By not having to register early small business will save £35m in 1990-91, said Mr Major.

The VAT threshold is being increased to £25,400, the maximum permitted under EEC law. At present companies that provide accommodation for their directors can reclaim the VAT. This is more a fringe benefit than a legitimate business expense and will no longer be deductible from Royal Assent, said the Chancellor.

## Corporation tax

The main rate of corporation tax remains at 35 per cent, but this will be reduced for smaller companies. At present companies with profits below £150,000 pay a reduced rate of 25 per cent. This will be raised to £200,000. For companies with profits above this limit the rate of tax gradually rises until they reach the current upper limit of £750,000. The Chancellor proposes to raise this to £1m. No single company will be liable for corporation tax at the full rate until its profits reach £1m.

The Chancellor paid tribute to the large sums invested in training by public and private sectors in recent years. It currently amounts to £20bn a year, he said. In future over £2bn of Government expenditure on training will be spent through Training and Enterprise Councils (TECs) most of which will be coming into operation over the next year. The Government has already promised to match local business donations to TECs. The Government will now provide tax relief on donations to TECs for five years until April 1995. The same concession will be extended to local enterprise agencies.

■ Stamp duty is to be abolished on securities to coincide with the

introduction of paperless trading on the Stock Exchange. The date this becomes effective depends how fast progress is made on developing the dealing system. Stamp duty on property remains.

■ Company car scales are increased by 20 per cent across the board.

■ A number of anomalies in vehicle excise duty are to be removed which will also dramatically cut the number of VED rates. Car tax remains unchanged. Petrol goes up 10p, diesel 9p and unleaded 9p.

■ Personal income tax allowances go up by the statutory 7.7 per cent: the personal allowance goes up to £3,005, the new married couple's allowance is set at £1,720. The rate at which higher rate liability begins remains unchanged at £20,700. Capital gains exemption allowance remains unchanged.

■ The Chancellor announced "a small supply side measure to help the labour market". An employer who provides a nursery can set the cost against corporation tax, but an employee who benefits and earns more than £8,500 pays tax on the benefit in kind. The value of workplace nurseries is to be exempted from taxation as a benefit in kind from April 6.

■ Since 1987 relief for charitable covenants has been complemented by a payroll giving scheme. The annual limit is raised from £480 to £600. A gift aid scheme is to come into operation from October 1 for large one-off donations. The lower qualifying limit is £600 and the upper £5m per individual donor.

■ The amount which can be invested in a personal equity plan

is raised to £6,000. The limit on investment in unit trusts is raised to £3,000. The proportion that has to be invested in UK equities by unit and investment trusts qualifying for PEP treatment falls to 50 per cent.

■ Employee share ownership plans (ESOPs) are to be further encouraged. One problem has been that transfer of shares to the workforce can mean the company faces a tax charge. A roll over relief for capital gains tax is to be introduced for sale of shares to ESOPs.

■ Composite rate tax, deducted at source on building society and bank savings accounts, and unreclaimable, is to be abolished from April 6, 1991.

■ Every adult is to be entitled to hold one tax exempt savings account offered by a commercial bank or a building society, allowing them to save a lump sum over a five year period with the interest being tax free, as long as the capital sum is untouched. The annual limit on the amount that can be invested is £1,800. The scheme will start in January.

## 3M changes prompted by NHS Bill

"Significant" re-organisations at 3M Health Care have been prompted by the NHS and Community Care Bill, says the company.

Pharmaceutical division director Ian Parkinson is bringing sales management as well as marketing responsibility under general marketing manager Martin Jamieson. However, in Ireland sales and marketing will be managed by Chris Hayes reporting to Ian Parkinson.

Stephen Bourne moves from regional sales manager South East to pharmaceutical business manager reporting to Martin Jamieson. Also reporting to Mr Jamieson are Michael O'Rourke, market development manager respiratory products, and Ashley Wait, market development manager analgesic products and cardiovascular products.

Pharmaceutical business development continues to be the responsibility of Ritchie Sharpe, who now reports to Ian Parkinson, and also is responsible for a newly set up animal care products group.

In the health care products division general manager Bernard Saunders has created a new group — hospital partnership — to prepare the division for trading with the "new look" NHS.



Western Union Consumer Services Ltd, the money transfer company, have appointed Pravin Mayor and Pradeep Mayor, joint-owners of Essex-based Mayor's Chemist, as their 100th agent. The company has boosted its range of support material in preparation for the break of a consumer advertising campaign next month



## Kingswood 'impressive'

Kingswood achieved an "impressive" increase in profit and both prescription and OTC sales were strong, according to preliminary results for 1989 released by Booker plc.

In the health products division, which includes Booker Nutritional Supplements, profits were up by 18 per cent on turnover of £181.7m (£111.5m in 1988). There was strong organic growth, although the movement to a majority shareholding in US company P. Leiner Nutritional Products and the merger of GK Chemists with Kingswood in the last quarter contributed much of the improvement.

Booker Nutritional Products increased sales and profits, and new business in pharmacies and supermarkets more than made good reduced sales in the health food sector. Allinson and Nature's Best performed well and Holland & Barrett, now comprising 180 shops, were back in profit.

Kingswood opened five new pharmacies within or immediately adjacent to Sainsbury superstores. Kingswood GK (60 per cent owned by Booker) is now the fourth largest pharmacy chain in the UK with 155 shops in the South of England.

UK supplies of Plax will be made at Pfizer's plant in Sandwich, Kent, in April following a £500,000 expansion. The plant will produce up to 30 million units annually.

## More to Glaxo than Zantac insists Mario

Glaxo chief executive Ernest Mario was anxious to dispel the idea that the company was existing on one product, Zantac, when he announced the company's interim results last week.

Publishing figures which show a pre-tax profit rise of 27 per cent for the company in the six months to the end of last year, he said that not only had Zofran been approved in less than a year by the UK authorities and was progressing through the American tribunals without problems, but the company also had three other drugs it intended to file this year.

"Today over 50 per cent of our business is represented by Zantac sales, but we expect this to drop to below 40 per cent by around 1995," he said.

"We are seeing a drop in the percentage growth in the H<sub>2</sub> market, and we expect it to continue to slow, though not dry up." Currently the company has around 41 per cent of the world H<sub>2</sub> market, and while the market has grown by about 20 per cent over the past year the company has retained about the same market share.

In July Glaxo are planning to issue an International Regulation Document (IRD) for the migraine treatment sumatriptan, which is still in clinical trials.

Ernest Mario sees this drug potentially as a "blockbuster",

### GLAXO INTERIMS

Turnover up 31pc to £1,472m

Pre-tax profit up 27pc to £585m

R&D spend up 45pc to £192m

EPS up 27pc to 27.2p

Interim dividend up 40pc to 7.0p

and points out that migraine or cluster headaches are suffered by up to 5 per cent of the world population, "and currently there is very little else for them." However, he denies that the company needs an anti-migraine blockbuster, though he was confident it would be "a very significant product for the company."

Another drug coming through the Glaxo research pipeline this year is salmeterol, and the company intends to file its internal submission in October this year for asthma treatment.

Generally the company's research spend has been around £400m-plus, and Mr Mario predicted this would be closer to £500m over the next year.

In their better-than-predicted interim results turnover increased £352m, from £1,120m to £1,472m, a 31 per cent rise.

Earnings per ordinary share have increased by 27 per cent to 27.2p, and the company has announced an interim dividend of 7.0p per ordinary share.

## SB change distribution

With effect from April 2 all orders for Beecham, Bencard, Bridge, Smith Kline & French and Norwich Eaton Products can now be placed on one order form and sent to: Customer Services Department, SmithKline Beecham, Mundells, Welwyn Garden City, Herts AL7 1EY (tel: 0707 325111 ext 4801-3 or 4364; telex 261347; fax 0707 325600). Out of hours orders may be placed on 0707 320661.

All orders will be despatched from a single SmithKline Beecham site at The Ridgeway, Welwyn Garden City. Wholesalers will receive fortnightly deliveries by way of the existing scheduled delivery service.

All credit control queries should be directed to SmithKline Beecham sales ledger department at Mundells, Welwyn Garden City (tel: 0707-325111 ext 4713 (wholesalers and hospitals) and 4167 for retailers).

Only 24 hours after signing the deal which combined the human pharmaceutical businesses of Rorer and Rhône-Poulenc, Rorer's chairman Rob Cawthorn unveiled plans to sell exclusive rights to the distribution of Rorer's US OTC medicines, worth \$170m a year, to Procter & Gamble. In return Rorer gain rights to market De-nol, licensed by Procter in the US.

Fairscan Ltd have a new phone number 0703 283222.

### COMING EVENTS

## CPP seminar

A seminar on epidemiology will be held at the College of Pharmacy Practice on April 4, 2pm to 6pm.

Topics will include investigation of associations between lifestyle, environmental factors or drugs and various diseases.

The fee is £20 for College members and £25 for non-members. Contact Alison Oliver on 01 735 0418.

## PSNI lecture

The next lecture in the continuing lecture series in Northern Ireland is "Negotiating skills", a two-day course being held at Malone House, Barnett's Park, Upper Malone, Belfast, on March 5 and April 6.

The course lecturers are Peter Marshall, consultant, interactive Training,

Newtonabbey, and Dr Owen Hargie, department of communication at the University of Ulster.

## Weleda talk

Weleda UK are sponsoring a study day "Homoeopathy for animals" on March 31. It will be held at Cardiff City Farm, Grangetown, and features a lecture by homoeopathic vet, Christopher Day, and a talk on how homoeopathic medicines are prepared. The Homoeopathic Society for Animal Welfare, and the Natural Medicines Society will have displays at the event. For details, contact P. Viner at Weleda, on 0602 309319.

### Tuesday, March 27

**Leicestershire Branch, RPSGB.** Postgraduate centre, Leicester Royal Infirmary, at 8pm. Postgraduate lecture 5: "Responding to symptoms of upper respiratory tract disease", by Dr Alison Blenkinsopp.

### Wednesday, March 28

**Pharmaceutical Society of Northern Ireland.** 73 University Street, Belfast at 7.15pm. "President's at home", a wine reception, followed by a talk: "The Statutory Committee - oppressor or protector", by Charles Hill, QC, chairman of the PSNI statutory committee.

**Croydon Branch, RPSGB.** Old Whitgiftians Club, Crowham Manor Road, at 7.15pm. A working dinner, with guest speaker John Skelton, editor, *Chemist & Druggist* magazine.

### Thursday, March 29

**Weald of Kent Branch, RPSGB.** Postgraduate centre, Kent & Sussex Hospital, Mount Ephraim, Tunbridge Wells, at 8pm. Postgraduate series starts with "Oral hygiene", by Mr A. James, SmithKline Beecham.

### Advance information

**National Office of Animal Health.** "The shrinking medicine cupboard" symposium on April 19, at the British Small Animal Veterinary Association's Congress at the Crush Room, Majestic Hotel, Harrogate, at 1.25pm. Cost £15 for lunch at 12.30pm. Contact NOAH on 01-367 3131.

**Institute of Pharmacy Management International.** Weekend conference May 19-20, at the Northampton Moat House Hotel, Northampton. Topics include Managing people; management style; time management and cost-profit-balance sheets. The fee is £25 for non-members and £5 for members. Accommodation costs £25. Contact Mr G. Knowles, on 051-632 3760.

**Royal Pharmaceutical Society.** Symposium on April 26 on "Hypercholesterolaemia and drug therapy" at the Society's headquarters, 1 Lambeth High Street, London, SE1 7JN. Speakers include Professor J. Catford, Health Promotion Authority for Wales and Professor A. Winder, Royal Free Hospital School of Medicine. Fee, £25. Contact Mr R. Marshall, RPSGB on 01-735 9141 ext 287.

**Society of Cosmetic Scientists.** Northern lecture "Skin protective agents" by Miss A. Wilson, on May 3, Post House Hotel, Nottingham, 7pm.

**The Chiltern Regional Conference.** "Pharmacy working for patients", is being held at the Postgraduate Medical Centre, Stoke Mandeville Hospital on April 1.



# Keeping the lid on spending

As the latest official cyclical indicators confirm that the economy has entered a period of slower growth, it is clear that if the Government's chosen weapon against inflation is to be successful the lid will have to be kept on consumer spending for some time yet.

Official figures show a fall of 1.3 per cent in the volume of retail sales in January, but they are sharply different from the latest CBI/FT survey of the distributive

trades which found a continuation of December's spending boom into 1990.

The value of sales by retail chemists increased by 11 per cent in 1989 compared with 1988. The highest year-on-year increase was in July, when sales rose by 15 per cent compared with the previous June. July was another good month for growth with an increase of 13 per cent on the year, while even in the worst month, November, the value of sales was

5 per cent better than 12 months earlier.

Commenting on the results of their latest survey, the CBI say that chemists and other stores selling the more essential, lower priced items are continuing to report "substantial sales increases".

On the output side of the equation growth in the production of chemicals is slowing. In the fourth quarter of last year output was only 2.7 per cent above that of a year before, but after a strong first half, growth for the year as a whole was the same as the 4.5 per cent achieved in 1988.

British manufacturers of pharmaceuticals saw a 2.4 per cent increase in production between the third and fourth quarters of last year, to a level of 7.5 per cent higher than in the final quarter of 1988.

More detailed statistics for the third quarter reveal that the value of UK manufacturers' sales was 1.3 per cent lower than in the second quarter — at £1,234 million — but 2 per cent up on the third quarter of 1988. Exports accounted for £526m worth of pharmaceutical output in the third quarter, while imports amounted to £293m.

The figures suggest that the value of UK consumption during the third quarter was £1,001m, compared with £978m in the

second quarter, and £985m in the third quarter of 1988.

The official index of production by British perfume, toiletry and cosmetics manufacturers rose by 0.5 per cent in the final quarter of 1989 to stand at a level 4.9 per cent above that of the same time 12 months earlier.

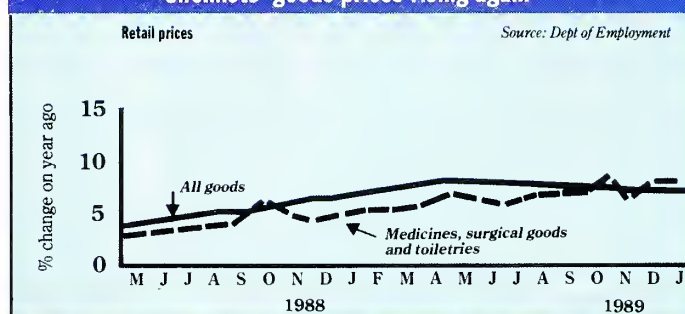
On costs, figures show that overall the margin between manufacturers' fuel and raw material costs and the prices they widened further in January.

Input prices fell by 0.9 per cent, on provisional estimates cutting the annual rate of increase to 3 per cent from 4.9 per cent in December. Factory gate prices meanwhile increased by 0.8 per cent in January, to a 5.2 per cent year-on-year rate of increase.

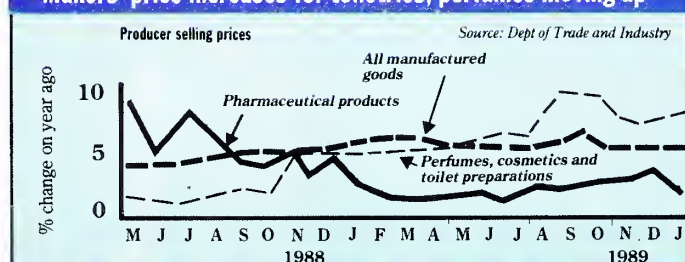
For pharmaceutical manufacturers' UK selling prices rose at an annual rate of 2.8 per cent in the year to January — a substantial reduction on the 3.3 per cent year-on-year increase in December last. But in the case of toiletry products (other than those especially for men) factory gate prices are 8 per cent higher than a year ago.

Meanwhile the underlying increase in average earnings in the year to December was unchanged at 9.25 per cent, as productivity growth in manufacturing slipped from 3.5 per cent in November to 3.3 per cent.

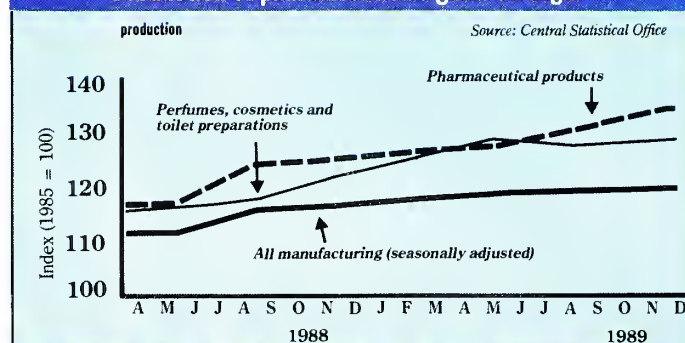
## Chemists' goods prices rising again



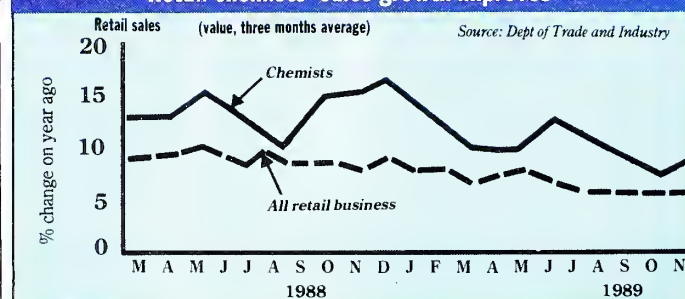
## Makers' price increases for toiletries, perfumes moving up



## Production of pharmaceuticals gains strength



## Retail chemists' sales growth improves



## Prices and Costs

### Retail prices (Jan 1987 = 100):

all items Jan 119.5 118.8 7.7

chemists goods Jan 120.2 119.0 8.2

### Producer prices (1985 = 100):

manufacturing industry, excl food Jan 123.9 122.3 5.5

chemical industry Jan 118.8 117.9 3.5

pharmaceutical products Jan 119.5 119.8 2.8

toilet preparations for men Jan 135.5 133.4 2.1

other toilet preparations Jan 124.5 123.7 8.0

surgical dressings Jan 138.4 135.7 9.2

photographic materials and chemicals Jan 126.3 124.8 9.7

### Average earnings\* (Jan 1985 = 100):

distribution and repairs Nov 109.1 108.4 6.9

## Output and overseas trade

### UK Manufacturers' sales\* (£m):

pharmaceutical products Qtr 3 1234 1250 2

### Total Home sales\* (£m)

pharmaceutical products Qtr 3 1001 978 2

### UK manufacturers' exports\* (£m):

pharmaceutical products Qtr 3 526 537 13

### UK imports\* (£m):

pharmaceutical products Qtr 3 293 265 23

## Sales

### Consumer expenditure (£bn 1985 prices)

Qtr 4 68.6 67.8 3.5

### Retail sales\* (value 1980 = 100):

all retail businesses Dec 195 153 7

chemists Dec 223 154 12

## Business indicators

### Average earnings index (1988 = 100)

Nov 113.0 111.7 9.0

### Capital expenditure (£m 1985 prices):

wholesalers Qtr 3 95 39 —

retailers Qtr 3 -6 235 —

### Unemployment (UK per cent)

Dec 5.8 5.7 -20.6

Sources: Central Statistical Office, Department of Employment, Department of Trade and Industry.

All figures seasonally adjusted except where marked\*



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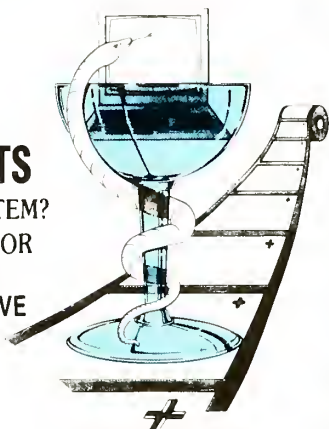
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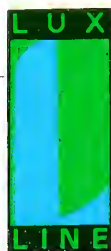
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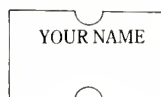
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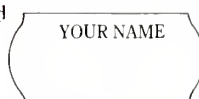
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# ABOUT PEOPLE

## Five PSNI Fellows

Three community pharmacists and two Pharmaceutical Society registrars have been presented with Fellowship certificates (one honorary), by the president of the Pharmaceutical Society of Northern Ireland, Ronnie McMullan. All were commended for their service to the profession.

Former Society and Ulster Chemist Association president Dickie Chambers had been a great ambassador for pharmacy in the Province, the president said. "Dickie has always gone about his duties in an unassuming way, and in his presidential year took as his theme the revival of Society branches throughout NI."

A chemistry graduate from Queen's University, as well as a pharmacist, Mr Chambers



*Pharmaceutical Society of Northern Ireland president Ronnie McMullan (third left) pictured with the new PSNI Fellows after presenting their certificates. From the left are John White, Derek Lawson, Joe Cahill (Honorary Fellow), Jim Speers, and Dickie Chambers*

registered in 1967 and stood down from his own business last year.

PSNI registrar and secretary Derek Lawson registered in 1965 after serving his apprenticeship with Forrests of Bangor. After a spell with the Belfast Co-op he

moved to the mainland where he worked for Vestric in various centres. He then switched to community pharmacy in Leeds before moving back to the Province in 1983 as PSNI secretary.

Mr McMullan paid tribute to Mr Lawson's "energy and enthusiasm" which had benefitted successive presidents and the many committees which he served. He cited Mr Lawson's work on EEC developments.

Superintendent pharmacist of Northern Pharmacies, Jim Speers, was commended by the president for his work in the community as a friend and adviser, for his development of practice research, and for his supervision of pre-registration pharmacists.

The president stressed the community work of John White, particularly during the visit of the Queen to Coleraine when he was mayor. Besides running the pharmacy in that town, Mr White had also been the guiding light behind the acquisition of Sanger (NI) plc and was their chairman.

Presenting an honorary Fellowship to Joe Cahill, registrar of the Pharmaceutical Society of Ireland, Mr McMullan referred to the distinction with which he had occupied high office. He was formerly a drug company representative and barrister at law.



*Professor George Teeling-Smith (centre), director of the ABPI's Office of Health Economics, at a reception this week to mark his retirement and 62nd birthday. The event was attended by a "who's who" of the medical and pharmaceutical world at the banquet hall in Whitehall. He is flanked by OHE education committee chairman Lord Butterfield of Stechford (right) who noted the Professor's hallmark of "straightforwardness and objectivity" in his 27 years with the OHE since its founding. Also pictured is the new director from April, Ray Robinson, who joins from the King's Fund. Mr Robinson says the OHE has tremendous potential and that he is looking forward to taking it into new areas in the wake of NHS reforms*

## APPOINTMENTS

**Park Systems Ltd** have appointed Julie Jackson as Southern area sales representative. Miss Jackson will take up her appointment on April 2.

**The Department of Health** has appointed two new district chairmen in the NW Thames RHA. They are Mr Louis Finucane, for North Bedfordshire, and Mr Albert Preston, for East Hertfordshire.

**The National Pharmaceutical Association** has appointed Mr D.A. Harris as an additional planning consultant. He will be meeting members in their premises, to assist Roy Todd in on-site advisory services.

**Wella Great Britain** have appointed Robert Bartlett as trade marketing controller. He is responsible for the sales operation of the consumer products division which includes the direct sales force, national accounts, trade marketing and the administration and customer service departments.

**Cussons (UK) Ltd** have appointed Keith Herbert, presently managing director, to a main plc board position. Bob Jones, presently marketing director, becomes managing director designate. In addition the parent company, Paterson Zochonis plc have appointed Anthony Green and Nigel Green from their Cussons International company to the main plc board.

**Polaroid (UK) Ltd** have appointed Andy Burnett as consumer marketing manager, responsible for the business sectors instant photography, conventional film, videotapes and studio express passport photography; Brian Poggi as director of marketing, instant amateur photo products, Polaroid Europe; Steve Smith, as sales manager national accounts; Paul Telford as field sales manager; and David Bleazard, as distributor sales manager of the business and professional division.



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